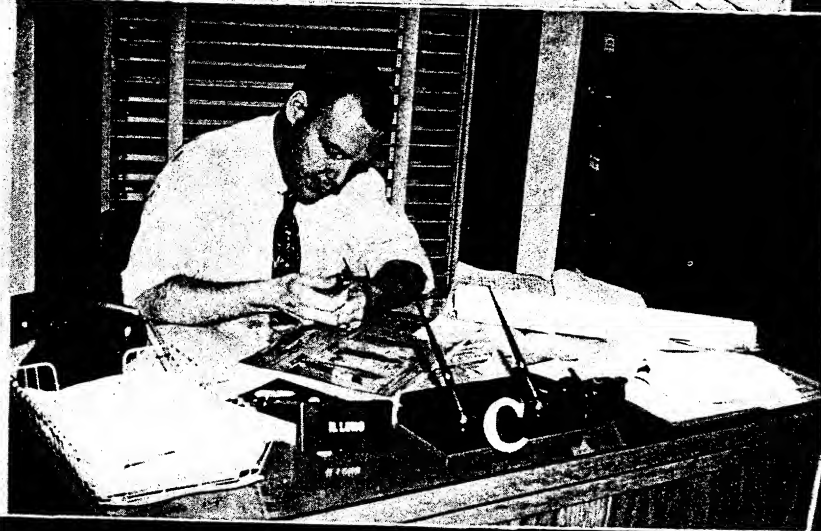
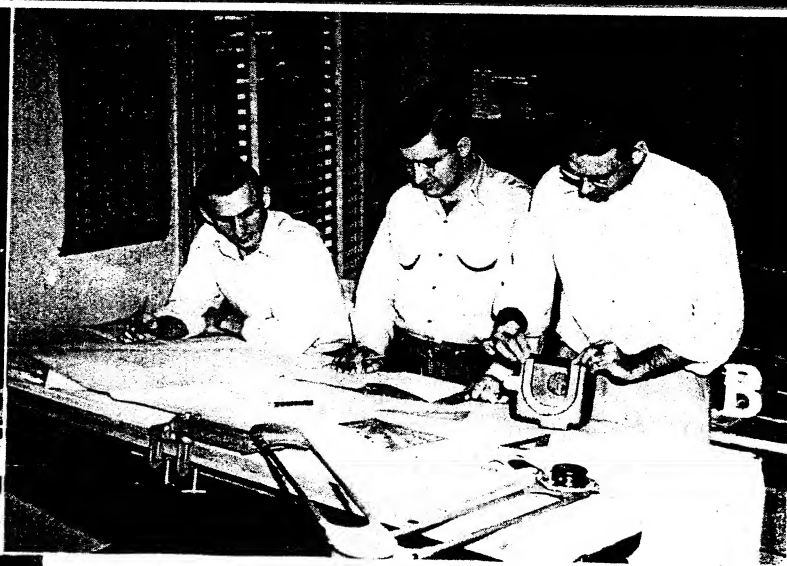


SHEAFFER'S *Review*





Drafting and

A Ross Franklin
Kenny Mason

D Earl Francis

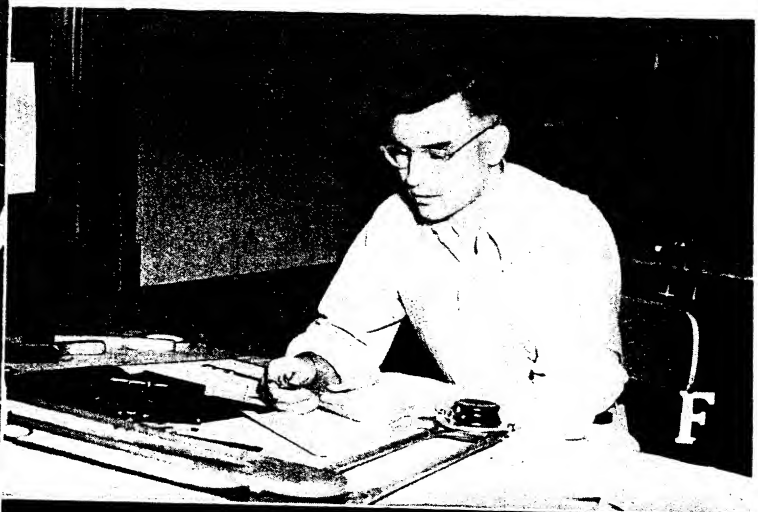
B Leroy Mason
Ernest West
Dick Davenport

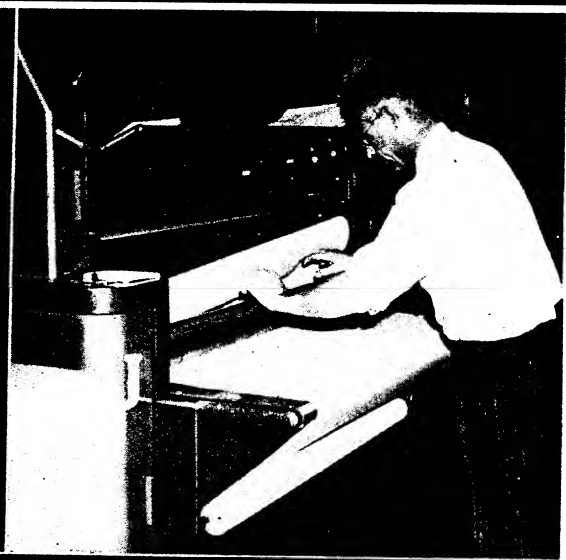
E Bob Consbro

F Gerald Hobbs

C Nilas Long

G Ed Yager





ict Engineering

H Don Hirschler

I Bob Freeman

J Harley Estes

K Dave Hauck

L Wally Billman

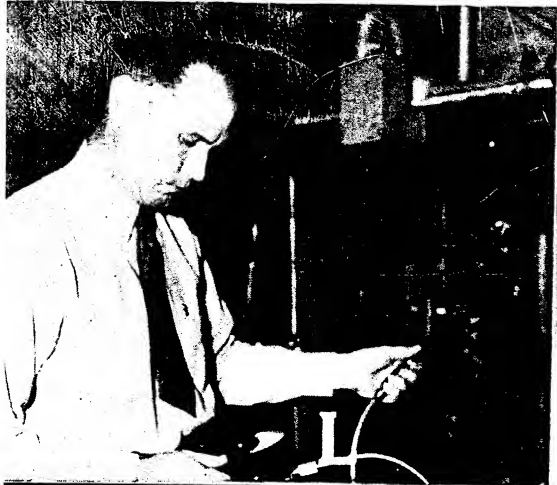
M Gail Conlee

Geoff Walter

N Dave Hug

O Bev Gordon

Bob McPherson



SHEAFFER'S REVIEW

Vol. 2 January, 1949 No. 1

Published monthly for the Men and
Women of the

W. A. SHEAFFER PEN COMPANY

General Offices and Factories,
Fort Madison, Iowa, U. S. A.

Branch Factories,

Mt. Pleasant, Iowa, and
Quincy, Illinois

Canadian Office and Factory,
Malton, Ontario, Canada

Export Division,
Fort Madison, Iowa
Printed in U. S. A.

EDITOR - - - D. A. REED

To Be or Not to Be

You know as well as we do that it's pretty hard to get an honest verbal answer to a personal question.

If you buy a new suit or dress, as the case may be, and ask someone how he likes it, you'll get a favorable reply most every time, even if you're wearing something that resembles a reject gunny sack. It isn't because people are dishonest; it's just because they're too nice—they hate to hurt anyone's feelings.

A year ago we "kicked off" in this column with the following statement: "... a new paper with a new purpose: To bring all of you closer together and to give you a better understanding of your company and of the way it operates. It's your paper. If it doesn't please you, let us know. If it hits the mark, we'd like to know that too."

During the last 12 months we've tried to find out, in various ways, if the Review is "hitting the mark"—for you. We're still not quite sure, so we're enclosing a questionnaire this time with the hope that we'll get unbiased—unsigned answers.

It may be that we're doing everything 100% right. It may be that we should scrap the entire Review project. Again, it's your paper. It's up to you.

Please fill out the enclosed questionnaire now—before you forget—and mail it in postage free. Thanks in advance.

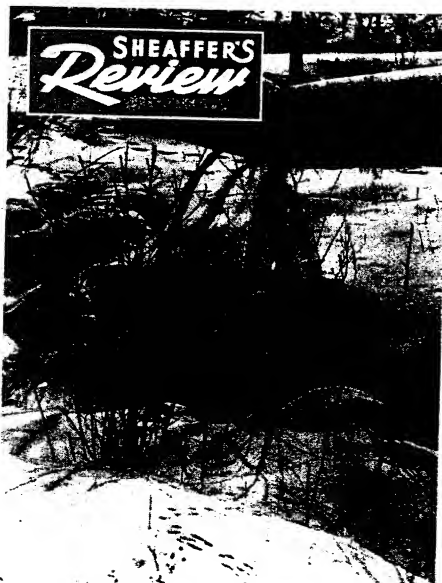
Fire Away!

Old Man Fire has a dual personality; in fact, he is downright two faced. On the one, he does many good deeds for human beings, like keeping them warm and cooking their food. On the other, he consumes their homes or their places of work and endangers their lives. So man must both thank and fear him. Our company has taken many precautions for guarding against the evil nature of Old Man Fire and for protecting life and property in case he should decide to visit any one of the three local Sheaffer plants.

MAIN PLANT

At the main plant, the larger buildings are equipped with fire walls and fire doors which make it possible to divide them into smaller areas for fire fighting purposes. **Each area has its own separate sprinkler system.** The elevated tank for the sprinkler system has a 30,000 gallon capacity on which it is possible to draw by means of 2,486 sprinkler heads. In addition, there are 28 fire hoses, 12 gas masks, 12 fire blankets, 7 axes, 12 flash lights, and 112 fire extinguishers. Ten fire squads include 56 men who have been instructed in the use of fire fighting equipment and in the most efficient procedure to follow in handling emergency situations.

—Continued Second Column Page 8—



PETE PEN SEZ:



An amoeba is the lowest form of life known to man. It is a sexless, shapeless, microscopic, one-cell blob which spends all of its energy in just keeping alive and reproducing itself.

In its brainless, sightless manner it constantly collides with other minute objects, some of which contain energy. It recoils from some of these chunks and "selects" others for its food. These food particles are absorbed by the amoeba for the energy in them.

Don't ask me how the amoeba selects some particles and refuses others. It just does. **But the significant fact is that it absorbs only those particles which contain more energy than is expended in their consumption.** Thus, the amoeba makes a "profit" of energy, and builds that profit up to the point where it has enough energy to cut itself in half and form another amoeba by cell division.

Industry is no different in this respect than the simple amoeba. Industry has to make a profit to survive—let alone to grow and furnish more jobs for more people.

"On the Cover"

If the name W. E. L. (Bill) Bunn seems to slip into the Review frequently, it isn't because he is one of the editor's relatives—it's because Bill so often has something good to contribute. The unusual cover shot this month is an example.

Biggest Christmas Party

On December 17th Santa Claus and his helpers distributed candy and toys to the largest crowd of children that ever bulged out the Clubhouse walls.

There was something on the program to interest everyone—regardless of age.

The main feature was a program of songs, dances, recitations, and musical recitals by a group of 15 performers—all offspring of Sheaffer people. While this "kiddie show" was in progress teen agers danced and played games in the Rumpus Room.

The parents were entertained by the kiddie show and danced later on to Bill Kipp's music, with the Sheaffer Glee Club singing during intermission. And of course, the animated cartoons were enjoyed by all.

Bowl Like the Champions

(EDITOR'S NOTE: Here are a few more timely bowling tips "lifted" from an article by Andy Varipapa of Hempstead, New York, considered by many experts to be the world's greatest bowler.)

According to Varipapa, champions are made, not born—so don't get discouraged if your average is only 125. Bend an ear to a few of these hot bowling tips and in no time at all you'll be crowding 200, even when someone else is keepnig score.

Choose either a 2-finger or 3-finger ball—which ever seems more natural. Be sure the finger-to-thumb span is about right. To determine the proper span, place your thumb securely in the thumb hole, but don't jam it to the bottom. Then lay your hand flat on the surface of the ball, extending your finger over the finger holes. The middle joint of your finger (or fingers, as the case may be) should extend about ¼ inch beyond the inside rim of the finger holes. This extra quarter inch will permit manipulation of the ball and allow easy release on



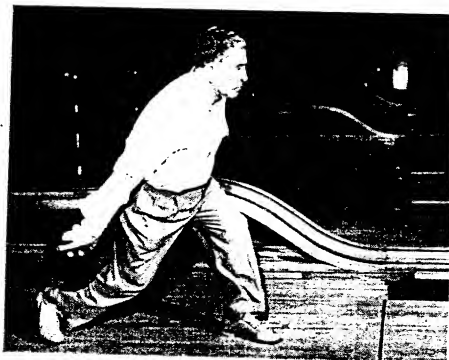
STAGS AT BAY—The great Mack Rose, famous magician, amazed and amused Sheaffer's Foreman's Club at the annual winter Stag party on December 10 at the Club House. Afterward, refreshments were served and games were played—and played, and played.

delivery. The non-working fingers are spread slightly to aid in carrying the ball.

When addressing the pins your body is erect, with shoulders square to the pins. Line up your right arm with the number 3 pin. Approach the foul line in a straight path—don't zigzag. The back and forward

swing of your arm is somewhat like the arm swing in pitching horse shoes—free and easy, with an exaggerated follow through.

Add these tips to the November Review article and you'll soon be ready for trick shots—with mirrors—thanks to the advice of Andy Varipapa.



READY TO DELIVER—Varipapa here is shown in the position just before release of the ball. His left foot is sliding smoothly up to the foul line, his right leg acts as a brake. He is gripping the ball easily but securely, and directing his eyes toward the spot across which he intends the ball shall roll.

Mt. Pleasant Product Improved

The Finesline Division at Plant #3 in Mt. Pleasant isn't content to make the best \$1.50 values on the market. They keep right on going.

Their latest step forward is a simulated gold cap for the \$1.50 Finesline pen, ballpoint, and pencil. It's the same type of gleaming metal that is used in high grade compacts. This gives Finesline products top rating in eye appeal to add to the outstanding mechanical value of the three writing instruments.

Strictly for Ladies...

By KAY

YOU TAKE THE CAKE

If you are lucky enough to be able to afford a few bananas, don't put them in the refrigerator; put them in a cake instead. Here's a recipe for one so good that even the dog will like it.

Banana Cake

1½ cups sugar, ½ cup butter or lard. Cream together. Add 2 eggs, 6 tablespoons sour milk, 1¾ cups flour sifted 3 times with 1 teaspoon soda, 1 teaspoon baking powder, and a pinch of salt. Add 3 mashed bananas. Beat them into the batter. Bake in 2 layers.

If you ice with uncooked frosting, use a little almond extract in place of vanilla.

When you try this, if you have a spare piece that nobody will eat, (which isn't likely), bring or send it to "Strictly for Ladies," Sheaffer Review, for sampling.

Incidentally, this is the time for making and breaking good resolutions. Good luck to you!

Wagner Gets the Bird

Fred Wagner Jr. is a Quality Control sampler in Repair. When Fred remarked, two days before Thanksgiving, "Wish I had a stuffed turkey for Thanksgiving," the gals came through with the stuffed bird you see in the picture. Not exactly



a turkey, perhaps, but the sentiment is what counts anyway.

Co-workers in Quality Control insists that Fred got an owl because he is, along with all other Quality Control people, so wise.

Fire Away!

(Continued from Page 6)

An elevated tank which will hold 50,000 gallons of water is now being installed at Plant #2. 1330 sprinkler heads are now ready for use. There is one fire hydrant in the yard. Plant #2 has 7 fire hoses, 4 gas masks, 2 fire blankets, 2 axes, 3 flash lights, and 39 fire extinguishers. 13 men serve on their fire squad.

The three men on the fire squad at Plant #5 have as part of their safety equipment 263 sprinkler heads, 3 flash lights, and 12 fire extinguishers.

Regular fire drills are conducted at all three plants, and all plants have gongs and clock bells for notifying employees.

BINGO JAN. 13!

Besides the fire squad members, the night watchmen, guards, janitors, Foremen, and Supervisors have had special instructions on what to do in case of fire. The city fire department has plans of all Sheaffer buildings and makes frequent tours of the three plants.

The fire squad captains check all fire fighting equipment to make sure it is in perfect working order at all times. Roy Maxwell, Safety Director, whose office is in the Personnel Building, and who can be found there when he is not out looking for fire hazards, works with them and with the other members of the fire squads.

In spite of all this, Fire could still take your job or your life. Nobody at any time can sit back complacently and say, "It can't happen here. Our company is fire conscious." If we all do our part to help the fire prevention program, then, perhaps, it won't happen here.



BETTER ASK TWICE!

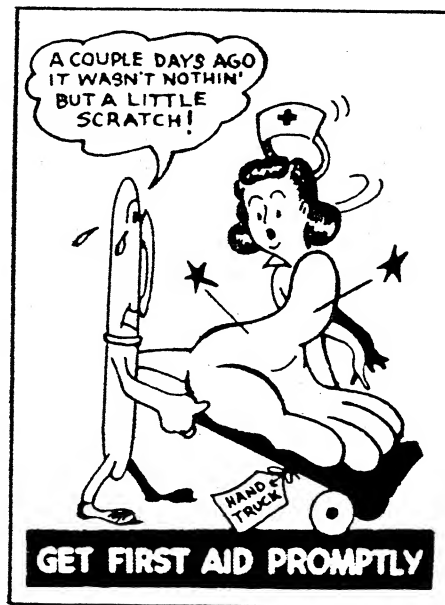
"Wow! Is she a beaut!" boomed Pete Pen the day he was transferred to a new machine we had just installed.

Pete had been operating a machine quite a bit like it so we thought he could run it. Pete thought so too.

The foreman showed him what to do, and then put him on his own. Suddenly, the machine stalled. "What the heck did he say to do if she stalled?" muttered Pete. He guessed wrong!

Result: One broken machine.
One spoiled job.
One red-faced worker, nursing an aching arm.

After that, Pete ASKED when he wasn't sure what to do, and CALLED the supervisor when anything went wrong.

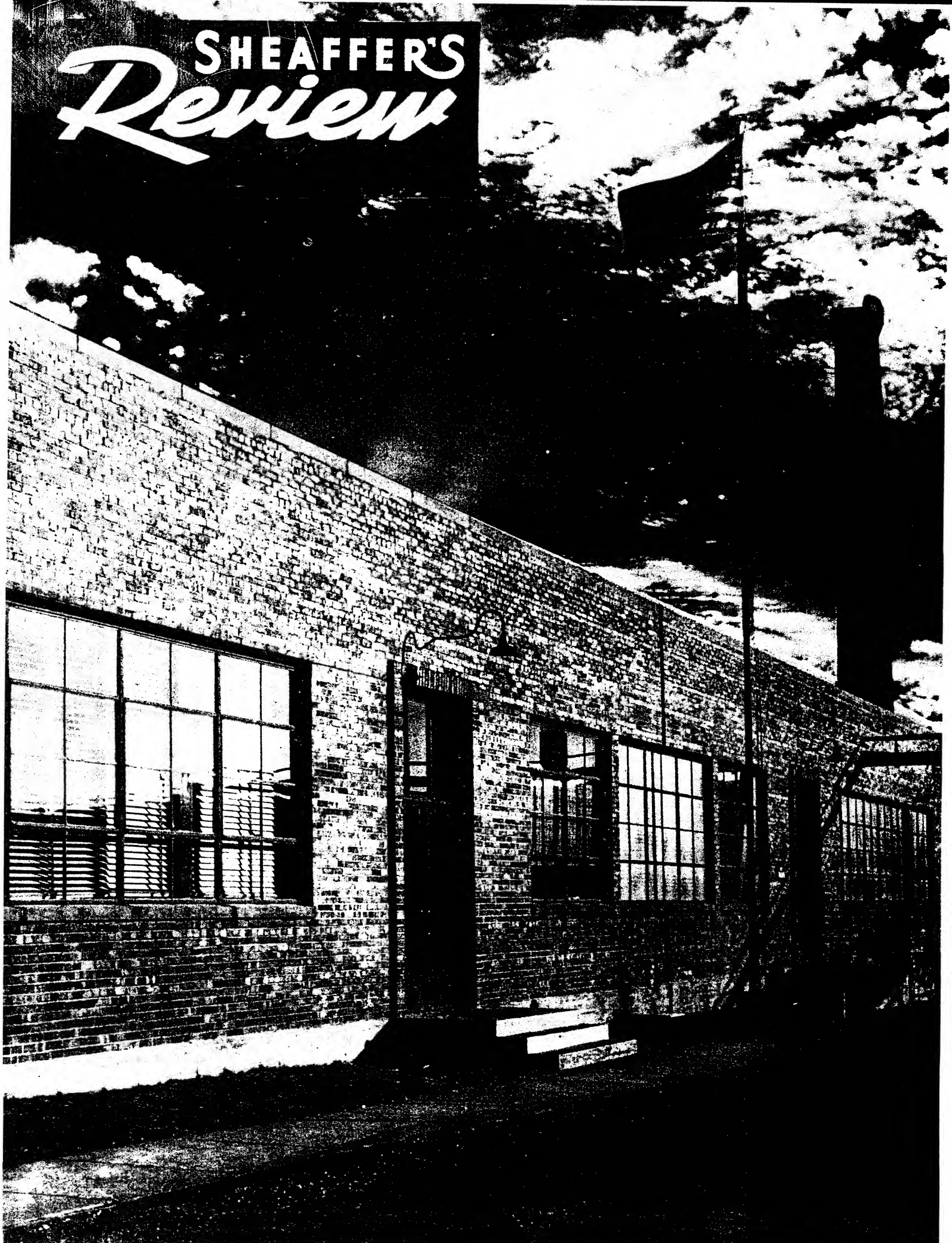


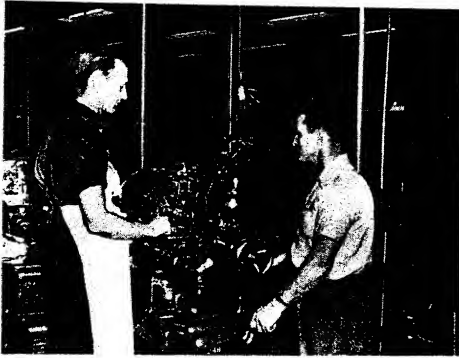
REMEMBER...

Alert Today—

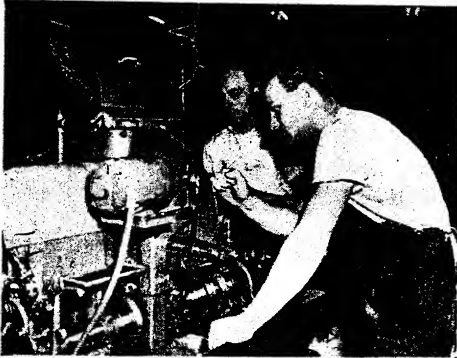
Alive Tomorrow!

SHEAFFER'S *Review*





1. Al Krogmeier and Barney Barnes are adjusting the "Business end" of a screw machine.



2. Delmar Miller (right) making screw machine set-up with Bud Kramer's advice.



3. Anna Kern, Plant #2 Cafeteria attendant, "pours" for Charlie Willets.



Quality Comes "Automatically" In Screw Machine Department

Picture, if you can, a very complicated looking machine about four feet high, two feet wide, and five feet long that will chew up aluminum bar stock and spit out pencil spiral bushings—that will inhale lucite rods and puff pen sections—that will, on request, cook your breakfast or press your trousers. That is an automatic screw machine, and it can, if properly set up, perform near-miracles of automatic production.

46 of these "monsters" in our Screw Machine Department turn out about a quarter of a million parts a day. Aluminum, brass, nickel-silver, and plastic rods—gold, sterling silver, and plastic tubing are the materials used. Parts produced range from the tiny plastic White dot to desk stand parts weighing one hundred to the pound. The machines are of several sizes and can handle anything from the very thinnest wire up to 1" diameter material.

LIKE THIS?

For example, let's see how our brass desk set "post" is made. (That's the heavy part at the base of a desk set socket that snaps into the hole in the base.) Lloyd Tucker, Department Foreman, is recognized as an authority on Screw Machine operation, so let him tell you how they work. Tuck says, "In making a desk set post a round brass bar or rod $\frac{5}{8}$ " diameter by 12' long is inserted in spindle of the machine and is firmly gripped by the spring chuck." (Editor's note: A "spindle" is sort of a gismo in one end of the

machine through which the brass rod is fed automatically. A "spring chuck" is a . . . well it's something like a . . . Hey Tuck! Take over!)

Tucker continues, "The automatic cycle of the machine is then started and the bar is automatically fed against a stop to gage the length of the piece. The machine proceeds through its cycle of drilling, reaming, threading, turning and shaping the part to the precise blueprint dimensions. It is cut from the bar by a cut-off tool, picked up by a swinging arm, and transferred to a circular saw which mills a deep slot in one end. The completed post is automatically ejected from the arm and slides into the finished parts pan—ready for plating and assembly."

MANPOWER

So far we've probably given you the idea that 46 screw machines work 8 hours a day producing thousands of parts—then punch out at 5 o'clock and automatically clank home to their robot wives and mechanical kids. Actually, there are people in the Screw Machine Department, too. As a matter of fact, only employees who have a natural aptitude for extremely close precision work are considered for training in the operation and care of automatic screw machines. After careful screening a new employee is assigned to an experienced operator as a helper, then progresses through carefully laid out stages until he has been trained four years. Finally he is considered a Class A—full fledged—screw machine operator who can set up or operate any job or machine.

In either words, it takes as long to become a screw machine operator as it does to get a college degree.

Located in our west end Plant #2, the Screw Machine Department—Screw Machine Department, Page 3—

"On the Cover"

Plant #2, left, was originally set up as Sheaffer's War Division—now houses the Screw Machine, Skrip, Holder Repair, and Desk Stand Departments.

Your Activities Committee

We see so many recreation notices signed "Activities Committee" that it's easy to overlook the fact that Bingo games, dances, table tennis tournaments and other activities don't just run themselves.

Each one of the many and varied activities offered to Sheaffer people as part of our general personnel program must be planned carefully in advance, and neatly handled at the time.

Some of the people who make the wheels spin are pictured at the right.

ORIGIN

Wayne Biklin (Quality Control Department Manager) is generally given credit as being the first employee to get out on the limb and organize an Activities Committee at the request of the WASPCO council.

Biklin carried the ball for five years and then tossed it to Wayne Kraus who also did an outstanding job before "graduating" to Sheaffer's sales force where he has been ringing the bell with great regularity.

Most of the work carried on by these unsung heroes goes unnoticed

"Tune Time" Set For March 30, 31

Here's on advance notice of another musical revue to be presented by Sheaffer people and other Fort Madison talent.

The plans for "Tune Time" are bigger and better than ever. Elaborate costumes and stage settings will give the show a professional touch.

"Tune Time" is to be offered on Wednesday and Thursday evenings March 30 and 31st at the High School. Make plans now to get in tune with the times—see "Tune Time".



Left to Right (Top) Elton Fleeer, Doris Busard, Norma Klopfenstein, Marjorie Graham. (Bottom) Louis Smutzer, Powell Taapken, Paul Wilmesmeier, Gene Davis, Aurelia Atkinson. (Not Shown) Reece Schmidt, Mary VanWinkle, Geoff Wolters.

ed — is naturally taken for granted. They enjoy their work or they wouldn't volunteer for it. But it might be a good idea to recognize their efforts with an occasional pat on the back the next time you're enjoying your bowling, softball, bingo, ping-pong, dancing, movie, card game, or even skeet shooting.

And watch your recreation bulletin board for future Activities Committee projects. Support them — and you'll enjoy them.

SCREW MACHINE DEPARTMENT

(Continued from preceding page)

was devoted exclusively to the manufacture of parts for bomb fuses, artillery fuses, signal corps communication plugs and radio parts for the Navy during the war. Now these "wonder machines" are making precision parts for Sheaffer quality writing equipment. You can be sure that the parts which leave this department are absolutely right — automatically!

WHO CAN REMEMBER...

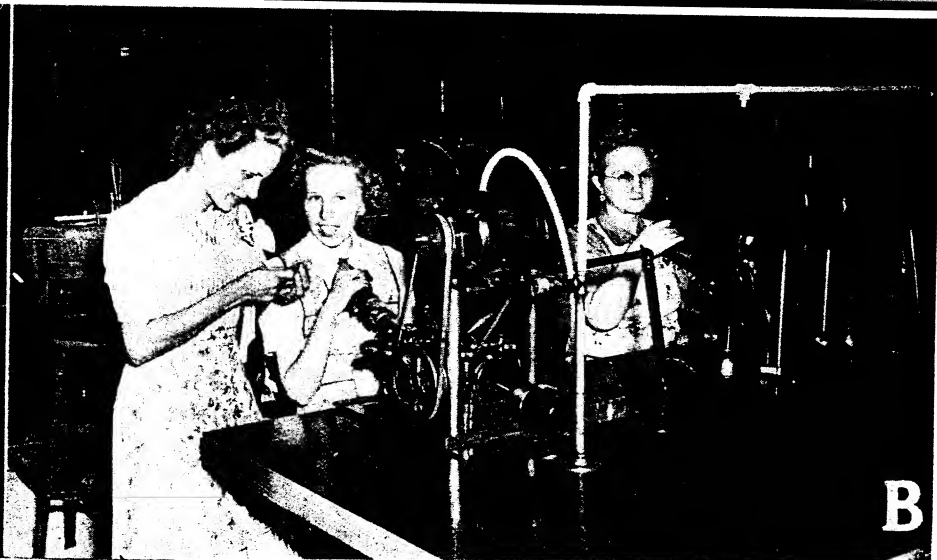
"Way back when" in 1922 if you had dropped in the Tool Room the scene below would have confronted you. The gentleman who appears to be headless must have moved during a time exposure. At least, we hope so.

How many can you recognize?





A



B

Screw Ma

A 1 to r: Kenneth Auge, Harry Mueller,
Douglas Duncan

B 1 to r: Mary E. Wilcox, Veronica Manka,
Violet Young

C 1 to r: Vern Cullen, Clifton Kutscher

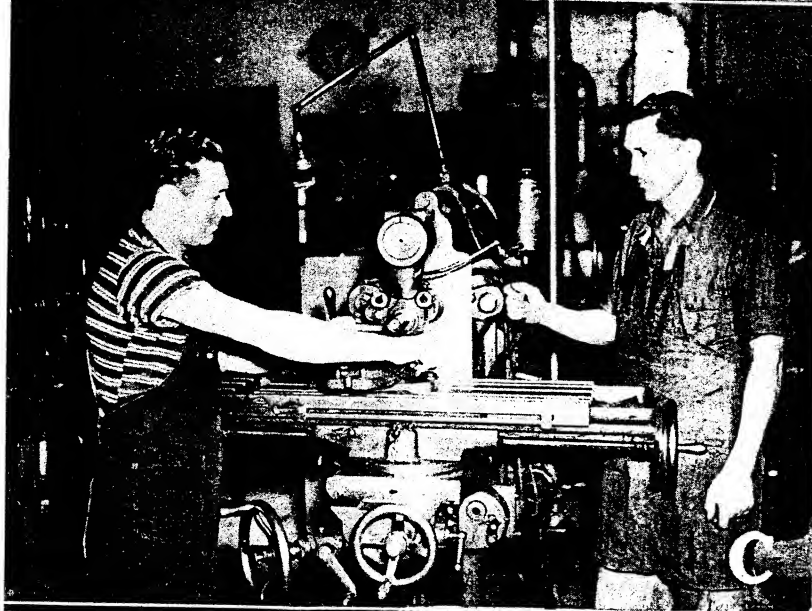
D Albert Rahn

E Enileme Zern

F Sam Daugherty, Marian Fleck

G 1 to r: Maurice Strunk, Cecelia Smith

H 1 to r: Joe Washburn, Juanita Horn



C



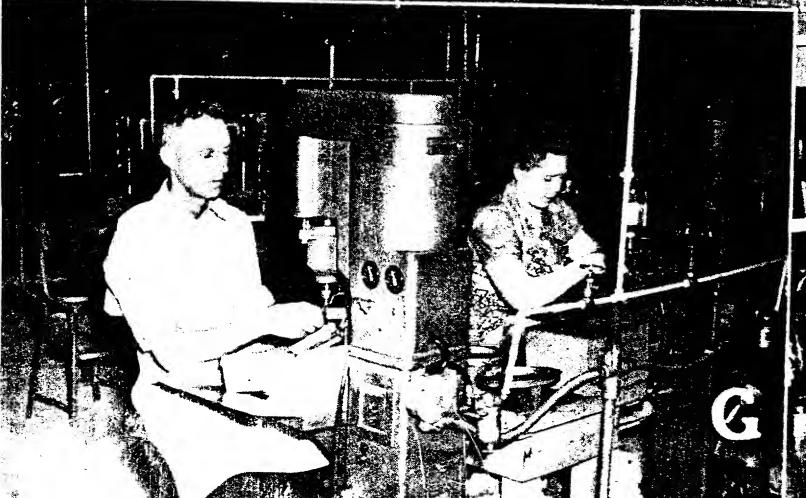
D



E



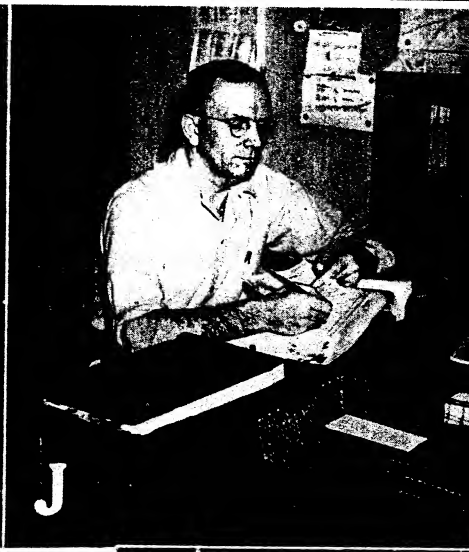
F



G

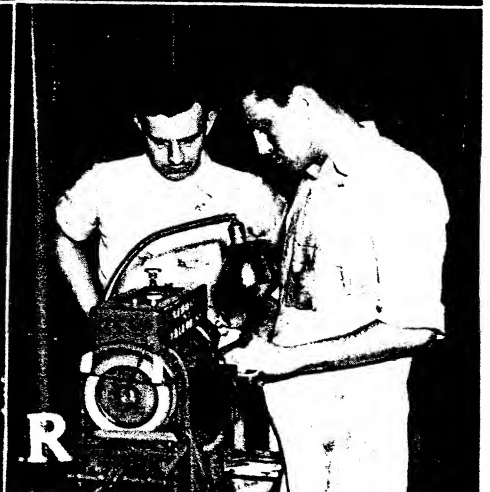
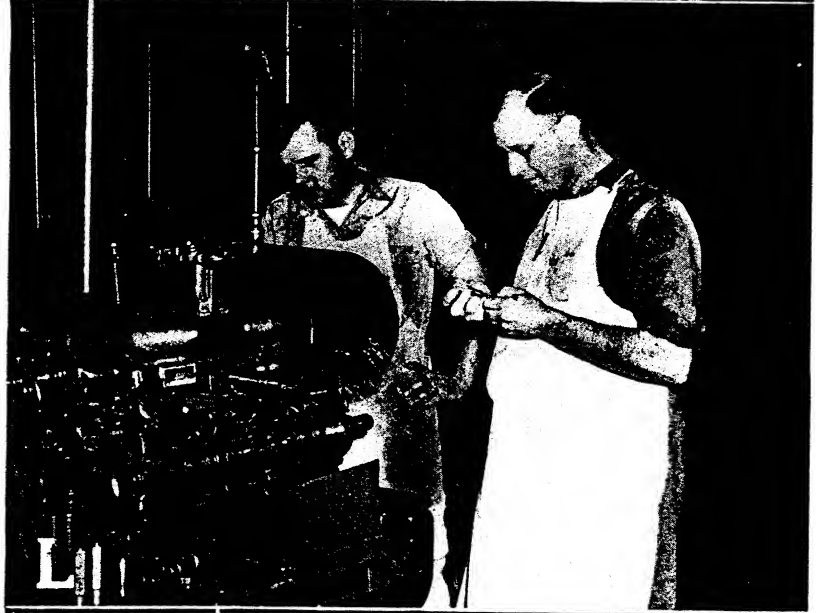


H



Department

- I l to r: Aloys Burwinkel, Glenn Gregg
- J Wilbern Gee
- K l to r: Carl Andres, Beatrice Grove
- L l to r: Fred Lohof, Adelbert Fraise
- M l to r: Henrietta Ortuno, Dorothy Morrison
- N l to r: Floyd Sells, Lloyd Tucker
- O l to r: Mildred Percival, John Comstock
- P l to r: Wilbur Brown, Harold Hustead
- Q l to r: Bill Baker, George Kealen
- R l to r: Maurice Engeman, Robert Boon



Your Sheaffer Review Questionnaire Answers

Well, it looks as if the Review is here to stay—for a while, at least. The response to last month's questionnaire was very gratifying, and at this writing a few question cards are still trickling in. However, there already has been a large enough return to make the following percentages authentic:

94% of those who answered the questionnaire read the Review every month.

85% read all of it, 14% read "some" of it.

80% of the group said other members of the family read the Review.

94% said the Review gave them a better knowledge of the company and of the way it operates.

The 4 most popular features, in order, are:

1. Pictures of people on the job.
2. Stories about each department.
3. Stories about Sheaffer people.
4. New product announcements.

99% believe the Review should be continued.

Some of our readers offered fine suggestions. Space won't permit us to print all of them, but here are some representative comments. Can you find your own?

1. Keep them coming.
2. How about some personal interviews about past life, history, families, etc.
3. More personal news from all departments. Have one in each department take care of it.
4. Why not have a bigger magazine. Eight pages isn't very much! Have more of a book form and publish it every three months.
5. Just keep it coming! It's the link between Phoenix and home.—Lloyd.
6. All articles have been good information of what is going on within the Sheaffer Pen Industry.
7. Being in business locally, I appreciate keeping informed about our major industry.
8. "Pete Pen" could be used to illustrate more of the articles.
9. More pictures of Sheaffer's employees including office workers.
10. Include pictures and items about Plant 3, Mt. Pleasant.
11. Joke column.
12. More personal items.
13. More pages. Publish twice a month.
14. Put the money onto our bonus. We could use that better. Until we can get 5c bread again. Jokes and more Pete Pen cartoons.
15. I like it the way it is.
16. A lot more of we branch factory employees would pick up the Sheaffer Review IF there were a few more stories and pictures of our plants. Why should Plants No. 1 and No. 2 command more than their proportionate share of the Sheaffer Review?
17. The Review is fine as far as it goes. But what about the office. Nothing is ever said about the work there. Don't we office people work for the W. A. Sheaffer Pen Company too?
18. Being a Mt. Pleasant Sheaffer employee, I would like to see more Mt. Pleasant articles. I enjoy W.A.S.P.C.O. and seeing articles in it about the people I know and sometimes their pictures. It may be the "Review" be printed.

Maybe some day it may have a regular Mt. Pleasant page.

19. A small write up under each picture telling what each operation is that the persons pictured are doing along with their names.

20. Please put more news and pictures about Plant No. 3. A reporter from the different plants might be a good idea.

21. The cost of publishing exceeds the benefit desired.

22. Just leave it like it is. We like everything in it. A real paper. I'd say.

23. To an old ex-employee. I think it is swell.

24. More of it.

25. More about product information and development details—

26. When I finish with the Review I send it to relatives in other cities and they come to know about Sheaffer and their products.

27. Please be kind enough to read this letter for suggestions. (Letter answered.)

28. It is very interesting. Keep it up.

29. I like human interest stories and pictures about our employees—it helps to tie up the faces you know with their names.

30. I have no criticism of the Review, but I think it is an expense that could very properly be eliminated. Considering the size of Fort Madison and Sheaffer's closely knit organization, I question that the paper is of enough value to justify the expense of preparation, publishing, and postage.

31. More pictures and stories.

32. I notice people during lunch period read the Review. We should have a few copies in Lunch Room.

33. A good sports section, not only those in which Sheaffers take part but throughout the country.

34. I think it is very fine just as it is.

35. Later news coverage. It appears your deadline is some time before publication date. Too little said of future activities.

36. As a merchant of Ft. Madison, it enlightens one of his fellow townsman.

37. Keep it coming. It is very interesting. Particularly with lots of pictures.

38. Not being employed by Sheaffer's, this little Review gives us "outsiders" the facts about your company.

39. Doing a fine job just the way it is.

40. Write editorials on the various positions, i.e., president, etc. In other words explain TOP MGT. functions.

41. I do not know of any way to improve it in any way. Just keep on making the "Review."

42. Not worth what it cost to put out.

43. Quotations from personal interviews with employees who have been with the company over a period of five years. A list each month of those who have earned their seniority award pins.

44. Making it bigger and by eliminating the column "Strictly For Ladies."

45. Keep up the good work. Don. 75% of all people at Sheaffer's like it very much.

46. More of it.

47. Just keep it coming.

48. Less Chit-Chat and more facts about Sheaffer's.

49. OK as it is. The covers are especially good.

50. Very good as is.

51. Being a small business concern of the city we appreciate having this number sent to us so we realize some of the things going on at your fine plant.

52. It's swell just as it is—Mr. and Mrs. Joe Pranger, 1114 Ave. C., City. We both read and enjoy the Review and then send it to Mollie, Ill., to our daughters. I worked for Sheaffer's 15 years. Joe 26. Our daughter quite some time also.

53. Encourage people to write articles for the Review and make it even more "theirs."

54. How about some pictures of people on the job at Plant No. 4.

55. By all means keep this Review in print. I enjoy it from river to river and then my copy finds itself going to Buenos Aires, S. A., where it is again enjoyed. The editor just couldn't be improved upon. Them's my sentiment.

56. The Review is alright, only there isn't enough of it.

57. I think it is fine the way it is now.

58. No suggestions, but very interesting and believe improving with each issue.

59. Include articles showing employees what to do on income tax, buying property, etc. In short, articles helping employee. Boost Sheaffer Co. you have too many pictures.

60. Make it bigger.

61. I cannot see that it needs any improvement.

62. It is very good as it is—additional pages will give us more reading material. Safety articles. "Think O Grams." Humor.

63. Let the factory see something of the salesmen. Give the sales force a word.

64. Would like more pictures of people who work at Sheaffer so we can get better acquainted as one happy family.

65. The Review is doing a very good job just as it is.

66. Announce Sheaffer employee marriages and when they have new babies.

67. I think it is plenty good just as it is.

68. It's okay the way it is.

SHEAFFER'S REVIEW

Vol. 2 February, 1949 No. 2

Published monthly for the Men and Women of the

W. A. SHEAFFER PEN COMPANY

General Offices and Factories,

Fort Madison, Iowa, U. S. A.

Branch Factories,

Mt. Pleasant, Iowa, and

Quincy, Illinois

Canadian Office and Factory,

Malton, Ontario, Canada

Export Division,

Fort Madison, Iowa

Printed in U. S. A.

EDITOR - - - D. A. REED

69. Keep as good as it now is.

70. Should have a pin-up picture in once in awhile.

71. Some jokes.

72. I certainly hope you take some pictures of the Repair Dept. some day. I am on the B shift. I enjoy reading the "Review" very much and hope you can continue it.

73. More of it.

74. Very good as is.

75. None. Unless more of it.

76. I think it is all right.

77. People of one department might be interested in simple explanation of major steps of parts processing of other departments.

78. I have enjoyed reading the Review. Would like to read more about company policy, also sports.

79. I show the paper to my wife and friends so they can see how we work and what we do. We like to read it. Tell more about the new products, like the story about the new pen and how it works, but give more of the details of how it works and the different parts that go into it.

80. Send it to relatives in Kansas and they pass it around so they can see and read about our plant where I work and they enjoy getting it. Show us some pictures of Fineline Division Plant 3 at Mt. Pleasant. Other than this, our Sheaffer Review is perfect.

81. Discontinue and give us more bonus instead.

82. If possible, just more of it.

83. I like the Review because as a salesman it gives me a better idea what goes on at the factory.

84. I enjoy it fine. Could have more about successful families at home, etc.

85. I think it is very good and needs no improving.

86. Enjoy it.

87. Add a little more humor.

88. Bigger—and more sports, all types.

89. I'd have one department of laughs, jokes, wise cracks, etc. Everybody likes funny things as well as facts.

90. Okay as it stands.

91. How about a little humor. Say a few jokes.

92. Okay as is.

93. Good job being done at present.

94. Bigger.

95. More articles about company new products

future plans for company business outlook.

96. Like the Review as is.

97. Fine.

98. As I work in Plant No. 3 at Mt. Pleasant, I would like to see more news of our plant oftener.

99. You're doing fine—keep it up.

100. When you are interviewing a department for the "Review," put in more pictures and write up more of a story explaining the working details of each department.

101. I like the pictures on the cover. They are very nice.

102. A little information concerning the men outside the plant.

103. More news about some of the other plants besides Plant No. 1.

104. I think the Review is wonderfully interesting and a very friendly idea. It keeps the people together, how about something on the office for a change. Maybe the employees would like to know where the merchandise they make goes and how dealers are taken care of.

Thanks sincerely for your cooperation. It will help us get "oriented" for a better 1949 Review—for you.

Table Tennis Tourney Feb. 21-22

VIC HAYES

Table Tennis enthusiasts are in for a treat this year. It has been decided to stage the 1949 Sheaffer Table Tennis Tournament on a two-day basis with all singles matches to be played on February 21 and all doubles matches to be played to completion on February 22—finals included.

There will be plenty of good table tennis during these two days and the tournament will definitely represent a spectator's "paradise" since each contestant and every match can be witnessed in a single evening.

Last year's champion, Dick Haroff (Merchandising) as well as doubles champions, Wayne Hughes (Holder) and Floyd Murphy (Holder) will be on hand to defend their respective titles and in addition to these players, a sizeable turnout of classy contestants is expected.

Pairings and playing times will be announced later on. Be sure to watch your bulletin board.

Bowling Tips

(From Andy Varipapa)

Spare bowling is second in importance only to strike bowling. Roll the same ball for the spares as you do for the strikes. Remember, too, always use plenty of angle on all spares. When shooting for pins standing on the left of the alley, move over to the right of the approach. If the pins remain on the right side of the alley, deliver your ball from the left side of the approach. Again, however, you come up to the foul line in a straight line from where you address the pins to the pin you seek to hit.

No split is impossible, but a smart bowler knows that the difficult splits are seldom picked up, and rather than miss the pins entirely, he rolls to get as many pins as conveniently possible.

No one has ever proved that spot bowling is more effective than



AHOY MATES . . . Doesn't she have nice lines? She's light enough to handle easily, yet is of sturdy construction. She's 12 feet long . . . (What's that? No, you bloke—the boat, not the blonde!)

Anyhow, here's a fine suggestion for spending those long February and March evenings doing something that will reward you with many pleasant hours next summer. The Eazi-Bild Pattern Company has taken all the mystery out of building this 12' plywood boat. For one buck they'll send you patterns that list the exact size and length of material needed to cut each part. Full size patterns of the vital parts make the job easy. Step by step directions complete the package. (Editor's note: Incidentally, all the materials can be bought locally for about \$60.00.)

If you're interested, send one dollar for Boat Pattern No. 85 to the Eazi-Bild Pattern Co., Pleasantville, N. Y.

headpin bowling, but each style of play has its champions.

The headpin bowler is one who addresses the pins, draws an imaginary line from the foul line spot to the 1-3 pocket and delivers the ball from the spot with his eyes on the pins. A bowler should stick to this plan until his delivery is truly grooved.

A spot bowler, taking it for granted his delivery is grooved, picks the spot on the foul line and delivers the ball from that place without seeing the pins until after the ball is delivered. Some bowlers combine spot and headpin bowling, picking a spot far enough down the alley, so they can watch the spot and see the pins in the background. There are only a few real spot bowlers—that is pin men who actually deliver the ball without seeing the pins.



THE DELIVERY—This perfect action photo shows the champion's form to fine advantage. The ball is just about to clear the foul line and contact the alley surface. The left arm is outstretched for balance, the right arm continuing its follow-through motion.



SERVICE WITH A SMILE

It wouldn't happen once in a million — maybe even a trillion years.

Bud Covington, Inspection Foreman in the Repair Department, was handed a Triumph Tuckaway pen a while back with the following letter:

December 15, 1948

W. A. Sheaffer Pen Co.
Fort Madison, Iowa

Dear Sir: Am mailing you one life-time guaranteed fountain pen that I bought with the understanding it would be repaired or replaced in the event it became unusable. As this pen was not broken due to rough treatment but more in the workmanship itself.

So would appreciate by return mail what action will be taken.

Yours truly,

The letter was signed by a fellow who was one of Bud's shipmates in the navy. The pen was pulled out of the repair line and handed to Bud because it had his name imprinted on the barrel!

It was the pen the Sheaffer company had given Bud when he left for the service, and which he "lost" while aboard ship.

Bud pocketed his pen (with Karl Stemple's blessing) and wrote his navy pal a nice, long letter about the pen which had been "bought with the understanding it would be repaired or replaced"

EXPORT NOTE



Mr. Roger Pariset, pictured here with Ted White and Ed Thorn, flew over from Belgium to learn pen repairing the Sheaffer way. His dad owns a chain of shops which sell Ronson lighters and — you guessed it — Sheaffer pens.

Strictly for Ladies ...

By KAY

HEARTS AND HATCHETS

In February there are so many holidays that it was a toss up as to which one deserved comment in this illustrious column.

It seemed important to mention that on the 12th Lincoln would have been 140 years old and Washington on the 22nd would have been 217. Both gentlemen have long been honored for their honesty and patriotism. Then, too, there is the Feast of St. Valentine. He's been dead for over 1600 years, but old and young, by sending sentimental verses and personalized gifts to their very best sweethearts, are still proving that love never dies.

For Lincoln and Washington, hearts beat; for St. Valentine, they pound. Lincoln logs and Washington hatchets represent love of country; frilly, lacey Valentines represent love.

SHORT AND SWEET

Yes, February is the shortest month, but it has in it a lot of action, especially every 4th year when the women go after their men. (We do this all of the time, but the chase gets more publicity in Leap Year.)

Then, too, there's Woody Woodchuck, otherwise known as a ground hog. He breaks up his long winter's nap on February 2, and determines what weather is in store for us poor people. If he sees his shadow, he returns to his cozy hole for another snooze, and we have 6 more weeks of winter.

No wonder February is a popular month for parties. Why don't you have one while it is so easy to plan your decorations and refreshments?

SHEAFFER'S *Review*



Skrip and Desk Stand Departments Keep Plant Number 2 Humming

Crude ink has been found on manuscripts dating back as far as 2500 B.C., but very little improvement was made for the next 4400 years—until the development of Skrip in 1919. Up to that time primitive, carbon-based inks had been clogging up every kind of pen from the original goose quill to the fountain pen, by the thousands. When our early Sheaffer pens began coming back for repair—not because of the pens, but because of the ink that clogged them up—Mr. W. A. Sheaffer decided to do something about it. He called on Chief Chemist Bob Casey to develop a writing fluid that was tailor-made for fountain pen use. The result was Skrip, Successor to Ink, and ever since then anybody who uses the word "ink" around here is regarded as a very suspicious character indeed.

As advertised, Skrip has all of the properties a good fountain pen ink must have; it's free-flowing, quick-drying, and sediment-free. Washable Skrip actually is washable on washable materials; permanent Skrip used on records spells insurance against bleaching out or washing off.

Earl Mekemson, Department Manager, says, "We have what is believed to be the most up-to-date and efficient mixing, production,

A Skrip "line" is an efficiency experts dream. Empty bottles are loaded on portable gravity conveyors that take them to the 3 packaging lines. Two of these lines automatically fill, cap, label, and carton as many as 80,000 bottles in one 8-hour day! We have to keep up that pace to meet the universal demand for the world's best quality writing fluid.

DESK STANDS

Sheaffer's originated the fountain pen desk set. The first base was a

**TUNE TIME
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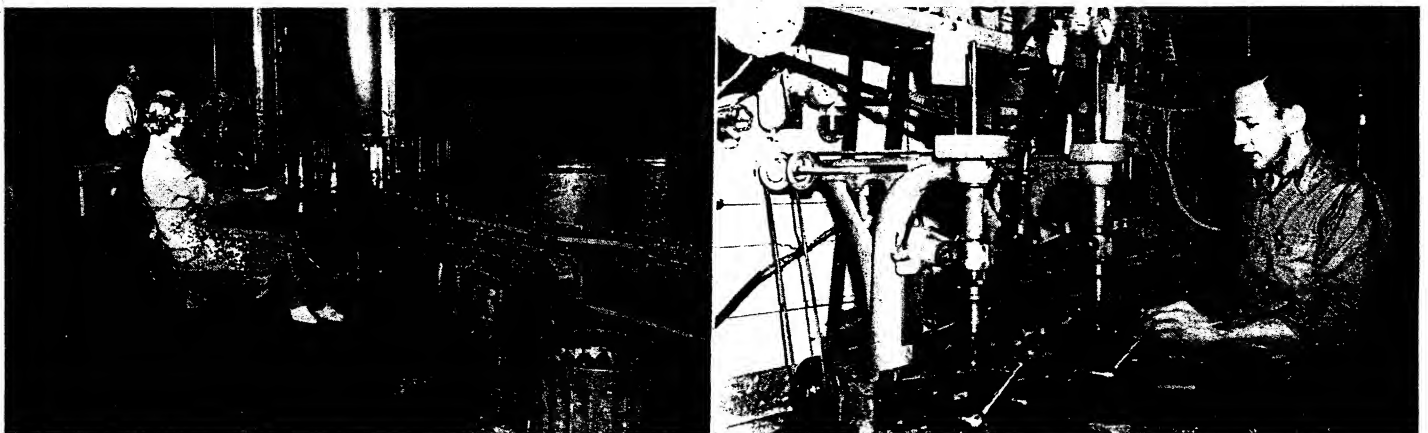
water treating plant obtainable, which controls the quality through the use of electronics." and shipping methods in the writing fluid industry. Our twelve different colors of Skrip are made through the use of 19 different chemicals and dyes. Each ingredient must first be thoroughly tested and approved by the Research Laboratory before it is placed in the mixing room for use. Everything going into a given batch of Skrip must be accurately measured or weighed to a fraction of an ounce according to the laboratory formula. Water used in manufacturing Skrip is first processed in the latest

crude lead weight with a socket attached, and was introduced in 1924. Since that time we have taken great strides in beautifying and making more practical our fine and varied line of desk sets. The bases are made from the finest onyx, marble, and jet crystal obtainable, ranging in price from \$16.50 up to \$175.00. All are equipped with white dot pens. A few metal and bronze bases add variety to the line. Although \$175.00 is our top price for a regular line desk set, we've made up special numbers for as high as \$2,000.00. According to W. W. Schmidt, department foreman, "The sky is the limit."

ASSEMBLY

The desk stand department is primarily an assembly department. The bases arrive polished and cut to shape. We drill the holes for the sockets, attach nameplates and assembly ornaments, sockets and pens—carefully package each set and ship them all over the world.

For the last 20 years a Sheaffer desk set has adorned the desk of the President of the United States. We made a desk set for every nation attending the UN Conference in San Francisco. Their tasteful styling and unsurpassed beauty make Sheaffer desk sets truly "fit for a king."



Left: Edna Thannert, Lucy Moeller, Bernice Haffner—First operation on Skrip production line, automatic filling machine with a normal speed of two bottles per second. Right: LeRoy Brockman—Operating automatic Desk Set drilling machine. Drills two bases at a time.

Corrected Reprint from March Issue

Those of you who tried to read the Skrip and Desk Stand story on page 2 of the last Review must have wondered what kind of marijuana the editor smokes. All you had to do to make sense out of the story was lie on your right side in front of a mirror, have someone hold the Review up behind your left shoulder — then look cross-eyed.

For those of you who prefer your reading straight, we're again presenting the feature story with our sincere apology. The printer says it's all his fault — and we heartily agree!

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Everybody Gets In the Act

There's a slice of ham in all of us, and Sheaffer's 1949 musical-revue "Tune Time" should provide plenty of opportunity for every would-be Al Jolson or Judy Garland to get in the act.

The John B. Rogers Producing Company of Fostoria, Ohio has been engaged to handle the show, which will be held in the Fort Madison High School auditorium March 30-31.

They're past masters at producing sure fire industrial shows. With last year's chorus Revue to lead the way, Sheaffer's "Tune Time" should be a sell-out.

The Rogers Company in addition to providing all costumes, scenery, music, and script, also furnishes a professional director who will be

Free Movies at Club House

Reece Schmidt, Testing Lab chemist, has been running a one-man movie theatre in a quiet way this year.

Truly an expert with a 16mm sound movie projector, last fall Reece presented an idea to the Activities Committee which met with instant approval. He suggested using our movie equipment in off hours for the entertainment and education of Sheaffer people.

Single handed, Reece has scheduled free shows, rented films, and projected them at the clubhouse. His sound movie programs are usually a combination of serious and lighter subjects, and have been enthusiastically received.

Reece hails from Knoxville, Iowa, studied chemistry at at Iowa University, and took graduate work at Ames. An active member of the Fort Madison Camera Club, Reece's hobby is photography of all kinds.

Be sure to sample his next free show. Your recreation bulletin will carry the announcement.

"TUNE TIME" TYCOONS



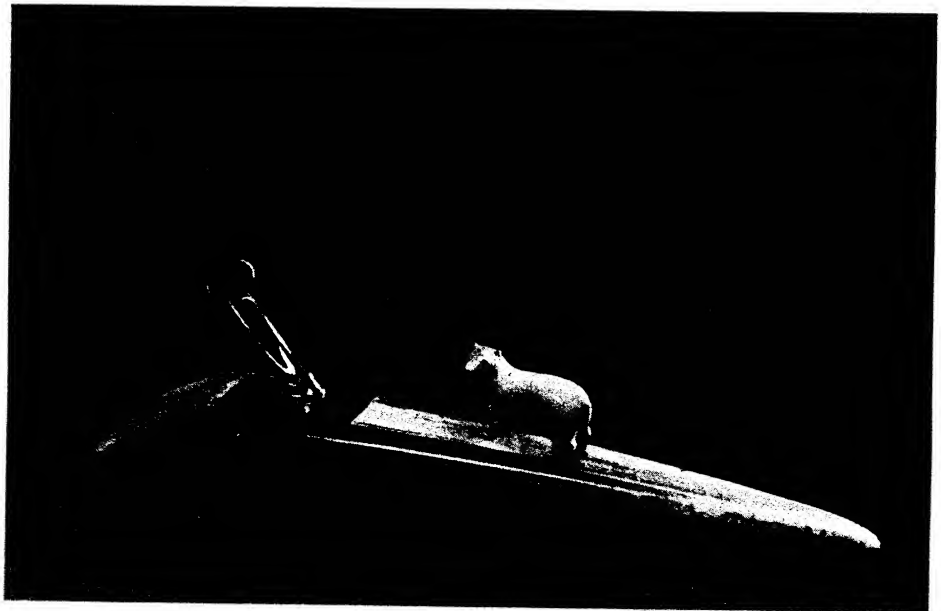
L to R:—Earl DeLapp, Norma Klopfenstein, Paul Wilmesmeier, Orv Arnold, Ed Peoples, Louis Smutzer, Aurelia Atkinson, Millie Smutzer, Shirley Hughes.

here around the middle of March to work steadily for 2 weeks with the cast. Different "sections" of the show will be rehearsed separately for short periods of time—then blended together toward the end. That way, nobody will have to

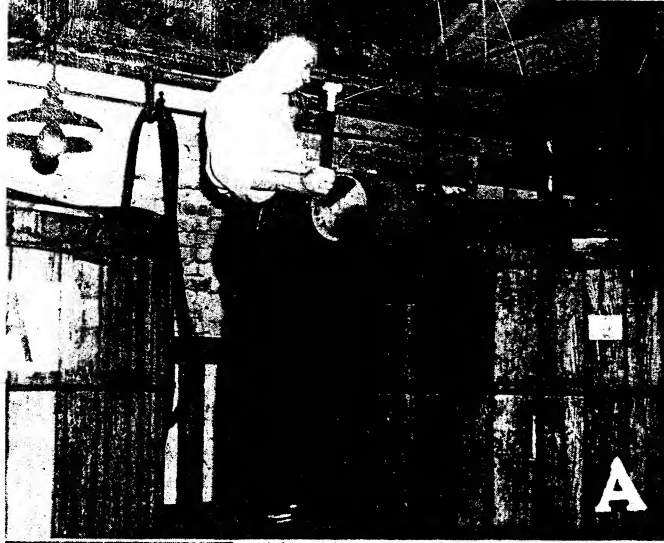
stand around waiting his "turn" at dragged out rehearsals.

There's a "talent ticket" enclosed with this Review issue. Fill it out today. Your "slice of ham" will look just as good as the next guy's — maybe better.

IVORY DESK SET BASE



POLAR MOLAR—One of our Seattle dealers asked us to make a Sheaffer desk set out of a polished walrus tusk and a carved ivory bear cub which he sent us. The finished product, which you see above, complete with white dot pen, is probably gracing the desk of an Alaskan Sheaffer customer right now. You may be sure the pen can withstand Arctic extremes as well as the bear—and that's snow foolin'!



A



B



D



E



F



G

Scrip Department

- A Arnel Mitchell
- B John Hughes, Albert Merschbrock, Donald Ramsey, Don Reu, Harold Wagner, Vern Parshall, Jim Galbraith
- C Neoma LaValle, Edna Thannert, Lucy Moeller, Katherine M line, Bernice Haffner, Alice Lay, Dorothy Heidbreder, Dorothy Hotop
- D Virginia Bullard, Marguerite Gilland, Louise Hayes, George Bubb, Ardis Saar
- E Dorothy Hale, Edith Young, Mike Mitchell, Frances Hedger
- F Lorraine Lewis, Earl Mekemson
- G Clete Morrie, Erma Goeke, Orinda Boring

What was formerly the Butt Weld Department has been all radite barrels and caps for repair use. We wrote up the Butt Weld pictures, so here they are.



Desk Stand Department

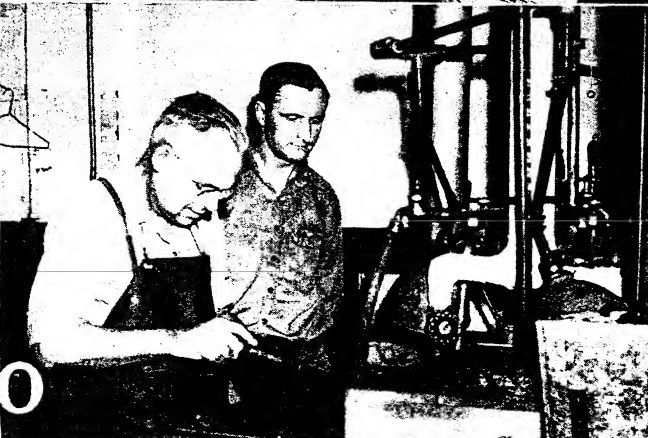
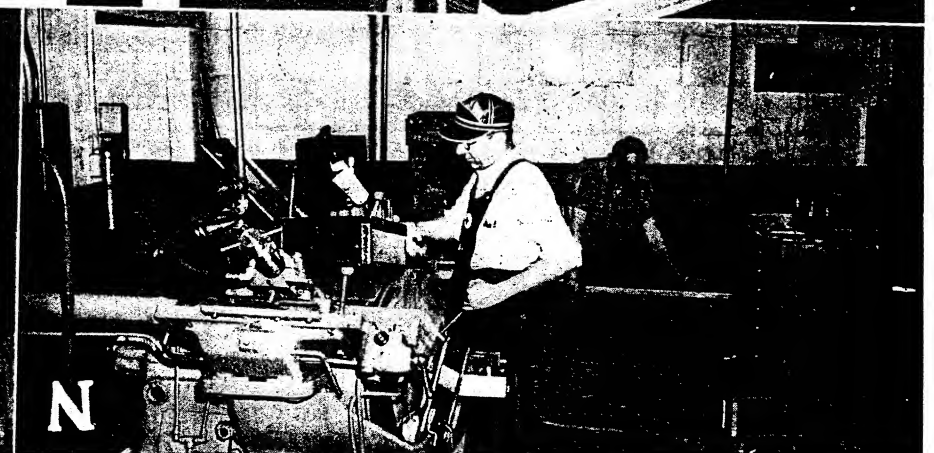
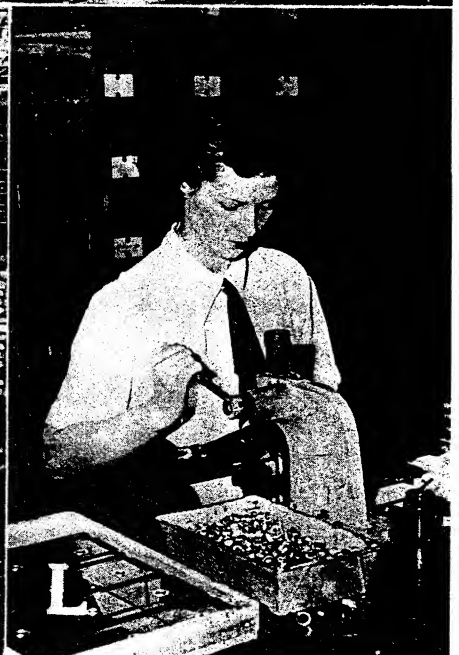
Walter Schmidt
 Vera Weirather
 Dorothy Snodgrass

K Roy Hilleary
 L Esther Faeth
 M Raymond Magel, Grace
 McElwee

Repair Parts

Lawrence Rhoer, Mickey Finley
 Carl Will, Claude Curtis
 Frank Miller, Claude Ramsey, Elmer Kutscher, Fred Muerhoff

with the Repair Parts Department because they now make
 the Repair Parts Department in a previous issue but didn't include



SHEAFFER'S REVIEW

Vol. 2 March, 1949 No. 3

Published monthly for the Men and
Women of the

W. A. SHEAFFER PEN COMPANY

General Offices and Factories,
Fort Madison, Iowa, U. S. A.

Branch Factories,

Mt. Pleasant, Iowa, and

Quincy, Illinois

Canadian Office and Factory,

Malton, Ontario, Canada

Export Division,

Fort Madison, Iowa

Printed in U. S. A.

EDITOR - - - D. A. REED

Touchdown Promotion Lauds Employees

To introduce the new Touchdown filling device, our advertising agency, the Russell M. Seeds Company in Chicago, made up a hard-hitting pamphlet which was patterned after Life magazine.

60,000 of these mailing pieces were printed and are being sent to dealers all over the world. Of course, the brochure did a fine job of explaining our new product. In addition, it left no stone unturned in pointing out the 1906 filling principle that a major competitor claims to be new and convenient.

Of most interest to you, though, would be the good things the "copy" said about you, as Sheaffer employees. Here are a few:

(1) From its humble foundation in a small jewelry shop, Sheaffer's has expanded into the world's largest manufacturers of quality writing equipment. Pioneers in the progress and development of the fountain pen industry, Sheaffer's is responsible for most of the advancements taken for granted by everyday pen users."

(2) "The severest critics of Sheaffer's products are the highly-trained technicians engaged in the continual testing and checking of every piece of Sheaffer merchandise. Charged with maintaining Sheaffer's high degree of superiority and perfection, these scientists are continually opening new doors to im-

provements on products that are admittedly the finest in the field."

(3) "Sheaffer's extensive patents and Sheaffer's creative production ability, however, maintain their dominant position in the highly competitive writing instrument field."

(4) . . . and C. R. Sheaffer says, in part: "There is considerable satisfaction among the technicians and craftsmen here, who have had so much to do with the development of this fine product, to be giving the public a product that is improved from every angle — efficiency, longevity, ease and quickness of repair if needed."

Before you swell up and bust, think seriously for a minute about our position in a fiercely competi-

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tive market. The customer is king again, as he should be, and only those companies who can produce absolutely top quality merchandise can survive for long.

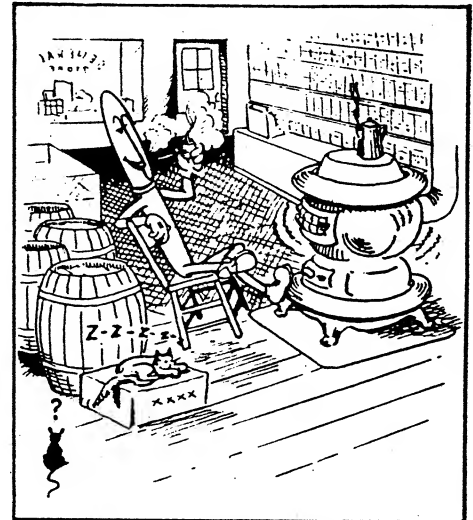
Your own individual job is just as vital as any other job. The way you handle it will help determine whether or not we can live up to the reputation the advertising boys emphasize in their copy.

"On the Cover"

Don't Forget "TUNE TIME"
March 30, 31st!



PETE PEN SEZ:



TAKE YOUR CHOICE

A bull session got as hot as our old potbellied stove the other day. One of the boys insisted that we'd all be better off if the government took over most industries—especially the big ones. Here's the answer he got. See how it sounds to you:

"Do you remember some years ago," the 'opposition' asked him, "when there were but two low-priced automobiles—the Ford and the Chevrolet? Then along came Mr. Chrysler with the Plymouth to compete with the Ford and the Chevrolet. Remember the ads that said 'Look at All Three?'"

"Well now, if the government had been in control of the automobile business, certainly the people in Washington bureaus would not have wanted to upset the apple-cart.

"But fortunately the government had nothing to say about it and Mr. Chrysler and his stockholders were willing to risk their money. So they put the Plymouth on the market, and what happened?"

"By 1935 Plymouth alone was selling nearly 400,000 cars a year. But did that mean that Ford and Chevrolet sold that many less? Indeed not. They both sold more—nearly 50% more than before Plymouth came along.

"The capital that Mr. Chrysler and his stockholders risked on Plymouth turned into more jobs for more people."

ACTION AT TABLE TENNIS TOURNAMENT



THEY ALWAYS COME BACK—Wayne Biklen, who was Iowa State Table Tennis champ back in 1894, retrieved his paddle from the moth balls to wallop all singles opposition in the 1949 Sheaffer Tournament which was held at the Club House February 22 and 23. Floyd Murphy bowed to the Old Champ in the finals. Norman Schneider nosed out Paul Riley in the finals consolation.

Wayne Hughes and Floyd Murphy teamed up again to trounce Wayne Biklen and Paul Riley in the doubles finals to repeat their 1948 doubles championship achievement.

Clyde Clix Pix

Although most of the Review pictures are taken by a Burlington professional, many of the photos you see here are snapped by Sheaffer's own Clyde Everett, Assistant Western Division Sales Manager.

Clyde is no amateur himself. While attending Iowa University he worked as a free-lance photographer for newspapers, then served five years in the army as a photographer and photographic supply officer.

simply that premium payments such as shift premiums or premiums for work on special days must

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be included as part of regular earnings in figuring overtime payments.

Sheaffer's have always complied

with this requirement and have done so long before that Court decision was ever made.

Now let's consider the recent decision regarding bonus payments—that they must be included as part of the regular pay for the purpose of determining overtime payments.

Ever since the Sheaffer profit sharing plan was adopted we have been doing just that.

WHO CAN NAME MISS X ?

"Overtime on Overtime"

There has been a great deal of publicity lately about a U. S. Supreme Court decision in the so-called "overtime on overtime" case. There has also been a lot of publicity about some lower court decisions and about an opinion of the Wage-Hour Administrator to the effect that, under the Wage-Hour law, bonus payments of any kind to employees must be included as a part of the regular rate for the purpose of determining overtime payments.

Legal issues of this type make mighty tough reading, but these decisions hit so close to home that it might be well to see how your own company fits into the national picture.

"Overtime on overtime" means



The Bureau of Missing Persons (another branch of the Personnel Department) has been using every device at its disposal to identify the young lady pictured above in front of the microphone at our last Christmas party. The expressions on the faces of her audience indicate that "Miss X" has just finished a very sad song or a moving bit of poetry.

Anyone who can furnish information that will help identify Miss X will receive \$10,000 in Chinese money and a years' free subscription to the Review. Incidentally there is a large free print of this picture waiting for the lassie's mother.

Strictly for Ladies...

By KAY

HOW DOES YOUR GARDEN GROW?

Some gardens grow in spite of what their planters do to them; others flourish because their tenders give them a lot of extra care and constant attention. Whether your husband is an amateur or a professional gardener, show him the list of hints reprinted from a pamphlet issued by the Agricultural Extension Service of Iowa State College.

1. Plan your garden early, and use the plan at planting time.
2. Select good seed depending on suitable varieties, and treat the seed.
3. Rotate the different vegetables within the garden area each year—if possible, plant the garden in a new location each year.
4. Pulverize the seedbed well by thorough raking.
5. Plant the garden where vegetables will receive at least 6 hours of sunshine during the day—not close to trees or shrubs.
6. Thin seedlings to proper spacing while they are small.
7. Destroy weeds by frequent shallow cultivation.
8. Make several small plantings of quick-maturing vegetables rather than large single plantings.

Gardening is like anything else; the more you put into it, the more you get out of it.

Put a little thought into yours, and its yield will keep you well fed all summer with enough left over to can for the winter, too. Besides, you'll have a chance to get some fresh air and sunshine while you are pulling weeds or spraying for insects. Make it a family project this spring.

Fineline Division Points the Way

You can count on Sheaffer's Fineline Division at Mount Pleasant to keep ahead of the game with ultra-modern equipment. If they can't buy the most efficient machinery from regular sources of supply, they'll design it and make it themselves.

Take their new machine to attach sacs to barrel ends, for instance. The regular hand sac-spreader was much too slow for Joe Ritter, plant foreman, so he designed a machine to do the job better—and much faster.

This new machine automatically attaches barrel ends, spreads the material, inserts the barrel end into the hopper, and completes the job. "Modern" and "Mt. Pleasant" start with a capital "M".



READ 'EM— YOU'LL NEED 'EM

Necessary precautions are often forgotten in a short while. Here are a few you might well remember—they could save your neck.

1. I pledge myself to follow all rules and regulations pertaining to the safety of myself and others.
2. Constantly watch for any unsafe acts, practices, or conditions that might reduce the safety of myself or others.
3. Report all unsafe acts, practices or conditions to my foreman immediately.
4. Do my job in a safe and orderly manner, so that I will not endanger the safety of myself or others.
5. Report all injuries, no matter how slight, to the first-aid department immediately.
6. Keep my work place in a safe and orderly condition at all times.
7. Promote and respectfully solicit the cooperation of all workers in safety and good housekeeping.
8. Bear in mind at all times that my job will be safe only as long as I make it safe.
9. Never lose sight of the fact that accidents don't just happen, they are caused.

REMEMBER...

Alert Today—

Alive Tomorrow!

TUNE

New Chorus Officers

At their annual election the members of Sheaffer's Men's Chorus chose the following new slate:

- Pres.—Bill Cruser,
- Control.—
- V. Pres.—R. D. Wolf (Plastic)
- V. Pres.—Tom Foehring (Go Nib).
- Secretary—Hillis McCoy (Pen Assembly.)

The gals got together and elected the following slate:

- Pres.—Doris Board (Address)
- V. Pres.—Wilma McNelly (Plastic)
- V. Pres.—Callie Swearingen (Plastic Fab.)
- Secretary—Marjorie Duncan— (Adm. Oper.)

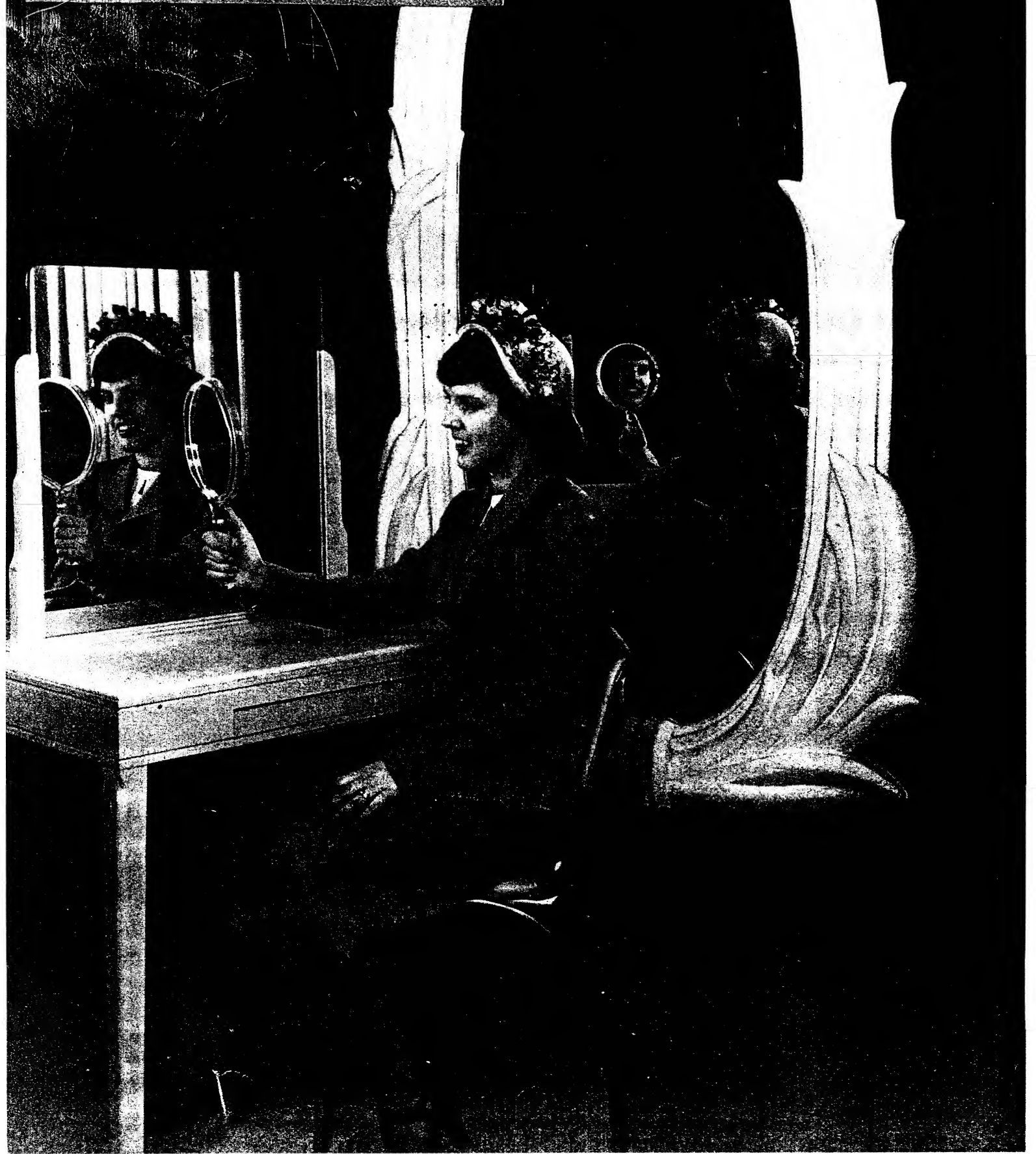
Following a natural let-down during the war years, the choruses re-organized last year and, under the direction of Miss Elizabeth Soechtig, "came back" successfully.

This year the combined choruses will form the nucleus for the revue minstrel "Tune-Time" to be held March 30-31 in the high school auditorium.

TUNE

MARCH 30-31ST

SHEAFFER'S
Review
APRIL 1949





Kardex Girls: Charlotte Grigsby, Florence Landes, Bernice Longwith.



Smoothers: Ruth Menke, Charlene Sugars, Maxine Gansy, Donna Krogmeier, Betty Besser, Mildred Mason.



Stockkeepers: George Biggs, John Rea, Eugene Miller.

"PEN DOCTORS" SAFEGUARD SHEAFFER QUALITY

Imagine, if you will, that you're an ailing Sheaffer pen that has been sent into the factory "pen hospital" for a complete check-up. You would be given a going-over that would make Mayo's famous clinic look haphazard by comparison. First, you would be shorn of all your outside wrappings. Then a "lister" would examine you minutely with a cold, calculating eye, diagnose your ailments, and mark her suggested treatment on your medical record. (Sometimes called a repair invoice.)

Then you would be torn completely apart and carefully washed. Each separate piece of you would be closely examined. After necessary repairs were made you would be put back together, rigidly inspected, packed up and sent back home—in brand new condition.

Sheaffer's Repair Department is generally regarded by dealers as the fastest, most efficient in the pen industry. Most pens are on their way back to the customer within 24 hours. Our repair operators are specialists; each one handles a certain part of the repair job expertly. To maintain flexibility, many people have been trained to handle a number of different jobs—but only do one at a time. The repair work is carried through the entire process on conveyor belts. Each pen is torn down and completely reconditioned unless otherwise specified.

Maybe that "otherwise specified" needs explanation. Some people actually become so attached to their old Sheaffer pens that they don't want us to replace a cap—even if they've dropped it and cracked it. If their pen needs a new

sac, they'll warn, "Please don't touch the point! It's perfect the way it is." (One man, believe it or not, asked us to "rough up" his point a bit—it was **too smooth!**)

Twenty years ago the Repair Department consisted of one man and two girls. Now 250 people handle an average of 3600 repair jobs a day.

When you first hear that 3600 Sheaffer pens are repaired here every day, you probably get the impression that 95% of our new pens are faulty. But in our 35 years of manufacturing we've made literally millions of fountain pens. Karl Stemple, Department Manager, says we still receive pens for repair that were made in the back room of Mr. W. A. Sheaffer's jewelry store. Many (especially plunger

(Continued on Page 2, Column 1)



Packers: Ella Thornton, Ailene McDaniel, Margaret Kaler, Myrtle Howes, Edith Auwaeter, Frances Steffensmeier, Virginia Groene.



Clara Ballhorn, Katherine Reuther, Doris Miller, Carl Hotop dismantling and cleaning pens.



Listers: Ralph Newby, Supervisor; Pearl Bangert, Bernice Wolfe, Betty Smith, Betty Best, Patsy Driscoll, Thelma Cowles, Jessie South.

"PEN DOCTORS" (Cont.)

pens) are returned simply because the user didn't understand how a pen should be filled. Thousands are sent in for imprinting. Thousands of new pens are sent in for a point exchange to a different grade.

A good percentage of our repairs are Lifetime pens which were unconditionally guaranteed for the life of the original user against everything except loss, theft, or willful damage. Never was so generous a guarantee applied to any mechanical product.

Many other repair jobs are sent in due to some careless act of the owner—burned by a cigarette; chewed up by a dog; used to stir a highball (a strong highball, that is); and any number of other reasons.

Repair works closely with the Testing Laboratory on serious complaints. These pens are given special treatment and undergo scientific tests to make certain they're completely "cured", before being returned.

The Repair Department also handles service on pencils, ball points, and desk sets.

WATCH DOGS

People who work in this service department take pride in classifying themselves as the official "watchdogs of Sheaffer merchandise satisfaction." They are the people whose responsibility it is to uphold Sheaffer's quality reputation. It's one thing to make the finest product of its kind; it's another thing to offer the fastest, most efficient service on that product.

At Sheaffer's, we do both.

This Caps 'Em All

A doctor received a frantic call from a parent whose son had swallowed his fountain pen.

"Please come at once," begged the father.

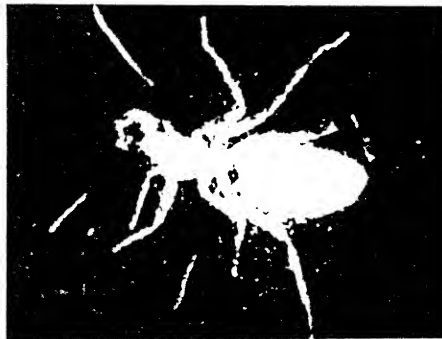
"All right," replied the doctor, "but what are you doing in the meantime?"

"Using a pencil," said the father.

Docile Fossils In Desk Sets

Last month we tried to give you a brief idea of how the Desk Stand Department operates. We didn't have space to tell you a few things about desk set base materials—onyx and marble—which might be interesting to you.

Most of the onyx we use comes from Mexico and Arizona; some from South America. It was formed, according to the long-haired boys with the huge magnifying glasses, "from the crystallization under at-



New type of spider fossil discovered in onyx desk set base material.

mospheric pressure of a solution of calcium carbonate." Marble, on the other hand, is usually formed by the gradual crystallization of shells from lime-producing animals. (The dope sheet we're using says "from a metamorphic crystallization from a non-crystalline deposit of calcareous matter"—but we know a lot of better ways to get a headache.—Ed.)

ANCIENT AGE

Here's an eye-opener:

The onyx and marble we use in some Sheaffer desk set bases was formed from **one hundred million to five hundred million years ago!** No two deposits are ever alike. Therefore, every marble or onyx Sheaffer base is different.

Once in a blue moon we even throw in a fossil or two for good measure. The Southwest Onyx & Marble Company in San Diego, one of our suppliers, have cut up some 2000 tons of materials and have found less than 25 specimens. Since

onyx is translucent it is possible to see into it to a small extent, and fossils are discovered only when the rock happens to be cut and polished with a specimen just barely under the surface.

One such specimen was submitted to Yale University for study and was found to be a new species of spider. The boys down at Yale promptly named it "Calcitro-Fischeri" and concluded that it lured prehistoric flies into its web around 20 million years ago. (Wonder why they can't name fossils "Joe" or "Charlie"? They always seem to do it the hard way.)

It all boils down to this: Nature's own products seldom can be successfully imitated. Marble and onyx are no exceptions. As usual, your company insists on the very finest materials obtainable.

As the Crow Flies

Just to prove that every tall story about a fountain pen doesn't originate in the U. S., here's one from the J. K. & E. Company, manufacturers of silks and embroideries in Benares, India.

"Messrs. W. A. Sheaffer Co.,
Fort Madison, Iowa, U. S. A.
Dear Sirs:

On 23rd of July, 1948, there happened at Madras Central Railway station an event which was at once extraordinary and highly exciting. You will be interested in this incident to a very large extent and we have deemed it advisable to give you details of the happening.

One of our proprietors, Mr. G. R. Sinha, was travelling from Bangalore and his train arrived at Madras Central Railway station at about 5:30 in the morning. Having been awakened by a railway porter, Mr. Sinha began to dress himself to alight from the train. Just for a few seconds he placed his Gold Capped DeLuxe Sheaffer pen on the lower berth of the compartment. A crow who seems to have been watching Mr. Sinha with his attractive pen suddenly picked up

(Continued on Page 8, Column 2)



Repair

A—Ted Cruikshank, Lillian Helen Hartley Lena Hennrich Edna Adkins Edith Keenig Mildred Howell Johnny James Lucene Andrus	C—Dolores Peage Frank Warden, Jr.
E—Anna Teut	H—Avis Butler, Quelt
G—Evelyn Goetz Mary La Franz	I—Jack Coppock Ethel Ruble Elicne Cruikshank
K—Eve Costington, Fe Doris Johnson Egan Toops Frank Warden, Jr. Gertie Paul West Fritzie Kent	M—Evelyn Goetz Mary La Franz
L—Eve Costington, Fe Doris Johnson Egan Toops Frank Warden, Jr. Gertie Paul West Fritzie Kent	N—Evelyn Goetz Mary La Franz
O—Evelyn Goetz Mary La Franz	P—Evelyn Goetz Mary La Franz
P—Evelyn Goetz Mary La Franz	Q—Evelyn Goetz Mary La Franz
Q—Evelyn Goetz Mary La Franz	R—Evelyn Goetz Mary La Franz
R—Evelyn Goetz Mary La Franz	S—Evelyn Goetz Mary La Franz
S—Evelyn Goetz Mary La Franz	T—Evelyn Goetz Mary La Franz
T—Evelyn Goetz Mary La Franz	U—Evelyn Goetz Mary La Franz
U—Evelyn Goetz Mary La Franz	V—Evelyn Goetz Mary La Franz
V—Evelyn Goetz Mary La Franz	W—Evelyn Goetz Mary La Franz
W—Evelyn Goetz Mary La Franz	X—Evelyn Goetz Mary La Franz
X—Evelyn Goetz Mary La Franz	Y—Evelyn Goetz Mary La Franz
Y—Evelyn Goetz Mary La Franz	Z—Evelyn Goetz Mary La Franz

More Repair Department





Department

K—Elmer Blanchard
Doris Royal
Lone Hierstein
Verla Wilson
Eddie Page
Dolphine Johnson
Regina Krogmeier

L—Ernest Klesner
Frank Cochrell
Tommy Moffitt
Carl Hundt

M—Vivian Veley
Edna Funk
Mary Lopp
Margaret Burbeck
Mary Smith
Iris Pennington

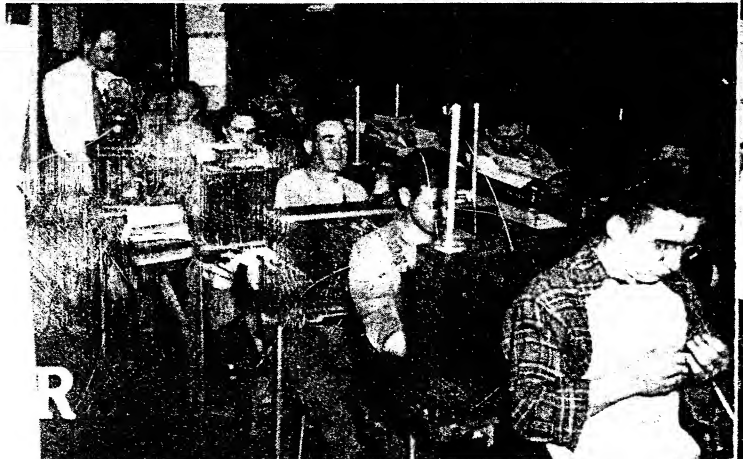
N—Margaret Kelly
Myrtle Howes
Grace Stepler
Marjorie Tery
Marjorie Gools
Virginia Gentry
Rene Mettler

Q—Gaela Burbeck
Nora Ebinger
Fred Wagner, Quality Com.
Edith Larson
Goldie M. Daniel
Tom La Valle
Arlia Starkman
Pauline Reuther
Nellie Aho
Kathryn Jones

R—Lowell Fish, Supervisor
Lorena Berna
Elena Melvay
Florence Neicham
Virginia Brennan
Ella Gentry
Harold Green
Gladys Martinson
Dorothy Anderson

S—Bob Brown, Quality Com.
Mary Matheson
Nora Larson
Rose Anderson
Kathleen Wood
Inezette Wood
Margie Wood

... will appear in the May Edition



SHEAFFER'S REVIEW

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W. A. SHEAFFER PEN COMPANY

General Offices and Factories,
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Fineline Division

Mt. Pleasant, Iowa, U. S. A.

Canadian Office and Factory,
Malton, Ontario, Canada

Export Division,

Fort Madison, Iowa

Printed in U. S. A.

EDITOR - - - D. A. REED

Proof of the Pudding

The February "Review" contained a picture of Roger Pariset taking repair training at Sheaffers. His father owns a chain of pen shops in Belgium.

When Roger returned to Europe he, being a person of some importance in Liege, Belgium, was immediately interviewed by a reporter from the Belgium daily "La Meuse." Roger thoughtfully sent us the clipping entitled "American Impressions of a Citizen of Liege." This has been written up in the local "Democrat" but we think a few of the points brought out are good enough to repeat.

"What are the impressions of our fellow citizen concerning the United States of America? This is what he told us on his return to Liege:

"Agreeable working conditions and good salaries. Enormous windows admit a flood of daylight; a scientifically selected wall color makes the factory rooms better illuminated still without tiring the eyes. Where artificial lighting is needed, it is supplied entirely by fluorescent tubes.

"At Sheaffers the workers go to their jobs in automobiles. Each worker's home is very comfortably equipped, frequently with ultra modern kitchens such as we see in the Cinema; electric stoves and refrigerators, washing and ironing

machines, radio, etc. The living conditions of those workers are superior," Mr. Pariset assures us, "to that of a good bourgeois (wealthy) Belgian. Definitely America is never through amazing us!"

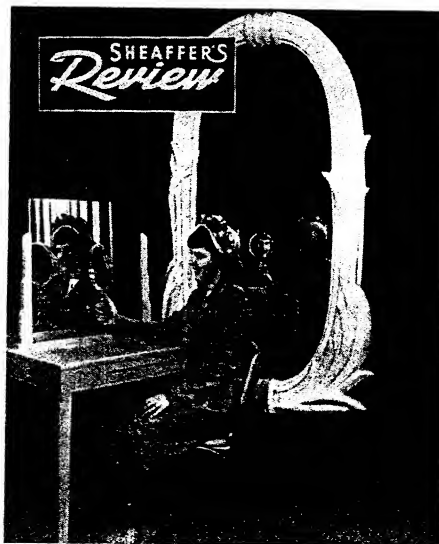
Some of the benefits Mr. Pariset didn't mention, which are offered to Sheaffer employees, are profit-sharing, group insurance, trust fund, extensive employee activity program, fine clubhouse, 34-acre employee's recreation park, air-conditioned plant, two rest periods a day, inexpensive meals, social security, expert medical care and workmen's compensation, plus generous payments for accepted suggestions.

We don't have to be hit over the head with a sledge hammer to realize that we are living in a pretty good place, under a pretty good economic system.

"On the Cover"

The Review cover is triply attractive this time because you can see the young lady three times. It was all done with mirrors at Allen's Shop in Fort Madison by Clyde Everett.

Joanne Jones, Repair Secretary, is a "natural" for the cover this month for two good reasons: 1) She writes "Strictly for Ladies", and 2) the second reason is obvious.



Profit Sharing

Since 1934 your company has been sharing its profits with you in the form of regular payments based on a percentage of your earnings. The percentage varies in accordance with what the profits and cash position will allow. The most recent was 25% paid on your earnings for December, January, and February.

Six months of continuous employment with the company is the only requirement for participation in this plan. You do not pay any money in to it. **Your efforts are your contribution to the success of the plan. Greater efficiency and the elimination of waste on your part make it possible for the company to have profits to share.**

The company is not obligated to make payments at any certain times or in any specified amounts, but it has never missed since the plan was inaugurated in 1934.

TRUST FUND

An entirely separate arrangement for sharing company profits with you is the **Employees' Savings & Profit Sharing Trust Fund**. This is in addition to the regular quarterly Profit Sharing payments, and you must have 5 years of service before you can participate.

The object of the Savings & Profit Sharing Trust Fund is to assist you in building up a reserve fund or an estate for the time when you may wish to retire.

When you are eligible to participate in this plan, you may authorize deductions from your checks to be credited to your Trust Fund account. Yearly the company adds to your own money a sum which is determined by a ratio of profits to the total contributions of all participants. To date the company has at least matched and has often exceeded the individual contributions of participating employees. You can't lose your money, because it is invested in government bonds.

Both plans are for your benefit. The profit sharing payments repre-

(Continued on Page 8, Column 2)

Review Sponsors Photo Contest

It isn't very often Ye Olde Review gives anything away (except free advice), but we're going to pry a couple of fivers out of our budget and sponsor a photo contest this summer. It doesn't make a bit of difference if you have a \$300.00 Leica or a \$5.00 Brownie. We're after good, interesting pictures, and originality will count as much as anything.

Members of the Fort Madison Camera Club have very generously offered to do all the judging — a fact which is deeply appreciated by the Review, which is on the hot spot enough anyway. Here are the contest rules:

PHOTO CONTEST RULES

1—Contest is open to all employees of the W. A. Sheaffer Pen Co. and their families except members of the Fort Madison Camera Club and their families. Contest closes September 1, 1949.

2—Prizes — \$10.00 first prize, \$5.00 second prize, \$2.00 for all honorable mentions.

3—Any number of black-and-white prints may be submitted, but they must not be larger than 4x5 inches.

4—There are no restrictions as to subject matter. The picture must be taken by the person entering it.

5—Send your pictures to the Personnel Office. Prints must be accompanied by a slip of paper bearing your name and department. **DO NOT WRITE YOUR NAME ON YOUR PICTURE.**

6—The Sheaffer Review reserves the right to publish any print submitted. If your picture is selected for reproduction you might be asked to lend us the original negative.

7—All possible care will be taken and all pictures will be returned, but no responsibility is accepted by the W. A. Sheaffer Pen Co. or the Fort Madison Camera Club for loss or damage in transit or in judging.

8—Only one prize will be awarded to any contestant.

KEY PERSONNEL AT CLUBHOUSE



Reading from left to right are all the men in the 1949 chapter of our Foremen's Club.

FOREMEN LEARN TOGETHER

If you should happen to be up around the Sheaffer Clubhouse the first Tuesday evening in any month, you'll see a group of alert-appearing men gathered together in one of the meeting rooms.

They would be our foremen and assistant foremen who, years ago, decided to get together an organization to meet regularly to exchange ideas, become better acquainted, and discuss means whereby they could improve conditions in their respective departments. They did this on their own hook, and ever since then they have handled their own programs, and have elected their officers to carry out their plans. Membership is entirely voluntary.

Most of their meetings are of the "constructive" type, with a guest

9—Winners will be announced as soon as possible after the contest closes. The judging jury will be composed of experienced photographers of the Fort Madison Camera Club.

Start sending your snapshots in now. The sooner the better — the more the merrier.

speaker usually heading the bill. Twice a year they cut loose with a stag party — one in winter and one in summer.

Their prime purpose, though, is to **learn** — so that they can help make your company a more pleasant, more efficient place to work.

Bowling Briefs

For the benefit of those who haven't yet seen the final results of the 1948-49 Bowling League, here are the figures:

MEN			
High Team Average			
	Won	Lost	Ave.
1. M. T. A.	43	23	.652
Holder	43	23	.652
2. Metal Fab.	42	24	.636
3. Tool Room	37	29	.561
High Team Game			
Tool Room	922	Office No. 2	829
Holder	899		
High Team Series			
Holder	2452	Shipping	2329
Tool Room	2423		
High Individual Average			
Bud Huffaker	177	Jack Richmond	166
Arley Wood	168		
High Individual Game			
Bud Huffaker	244	Arley Wood	230
Tom Ganley	235		
High Individual Series			
Jack Richmond	585	Koyne Ahlstrand	579
Bob Painter	584		
WOMEN			
High Team Game			
Factory Office	784	Pen Assembly	681
Gold Nib Office	694		
High Team 3-Game Series			
Factory Office	2186	Gold Nib Office	1867
Pen Assembly	1931		
High Individual Game			
Mary VanWinkle	203	Norma Rude	187
Dorothy Bendlage	187		
High Individual Series			
Mary VanWinkle	533	Dorothy Bendlage	463
Madalynne Steiny	498		

Ladies...

By JOANNE

With the coming of Spring and the newest fashions, unusual changes to short hair-do's are in order to go with the latest Easter bonnets. But before you decide too suddenly to get your looks trimmed, here are a few facts for study:

For some interesting analysis on feminine psychology instead of reading character traits through palmistry, handwriting, or the way you sleep, the newest method is by the way you do your hair.

If you wear a long bob, you are emotional, romantic, very feminine, and are likely to be a happy wife and mother.

If you are partial to very short hair, you are a bit scornful of men, have a minimum of sentiment, and probably advocate women's rights.

If you just love your hair bobbing about your shoulders you're a friendly, impulsive, and maybe even a bit careless individual.

A good spy or diplomat has a passion for many pin curls and small rolls.

If you comb out your curls to attain a simple hair-do you are probably a very frank, honest woman who dislikes entanglements.

If you wear your hair the same way year after year you are inclined toward complacency. On the other hand, changing hair styles every few weeks indicates a restless spirit.

Partings of the hair have a very important meaning in this analysis, too. If you wear your hair parted precisely in the center, or in an exact side part, you are conservative and level headed. Unusual parts indicate a generous and sometimes eccentric nature.

Now maybe you've found something about yourself you didn't

know, and we hope it pleases you. If not—no one has discovered a way to prevent women from changing the styles of their hair, regardless of the consequences.

AS THE CROW FLIES (Cont.)

the beautiful pen and disappeared, never to be seen again in spite of the row created by the people at the station. Evidently Sheaffer's pens possess an attraction of their own and even crows like them.

Surely this is news which will delight you and we have no objection to your making any use of this letter.

Yours faithfully,

For J. K. & Co"

Fineline Division Does 5-in-1

If anyone can discover a machine that will take the place of five separate operations and one part, the Mount Pleasant gang will do it.

One vital part of a Stratowriter re-fill unit is the aluminum protective tube which fits over the ink reservoir sac. This tube was formerly closed at one end with an aluminum disc, a hole was drilled to relieve pressure, and the company name was stamped on the side.

Now an especially designed Fineline Division machine gobbles up plain, open end aluminum tubes and shoots out the completed parts. It swedges over one end of the tube and closes the opening (eliminating the old disc), drills the vent hole, and stamps the name— presto, chango!

Only by constantly improving methods can we keep ahead of the ball point field, and the Fineline Division doesn't intend to play second fiddle to anyone.

PROFIT SHARING (Cont.)

sent additional money to save or spend. The Trust Fund represents a path to your future financial security.



LIFT IT RIGHT!

All of you have at one time or another seen a fellow worker lift some heavy object the wrong way. Sometimes it can be a very serious error—resulting in a life-long injury—because nobody ever told him how to save his back muscles from strain.

Wrong Way

Because he never learned to bend his knees and to crouch down, he instead leans over at the waist and keeps his legs straight. That makes his body operate as though there were a hinge in the small of his back and the back muscles, which are not as well able to take strain as the leg muscles, get all the work. Once the back muscles get strained when he lifts a little too much for the method he is using, he will have to wait a long time for complete healing. Every time he tries to lift he is likely to find it doesn't take much strain to bring back the original injury.

Right Way

Help your neighbor. Tell him how to lift it right—

1. Crouch down and bend the knees.
2. Keep arms and back straight.
3. Then lift by merely standing up—letting the stronger leg muscles carry the load.

REMEMBER...

Start Today—

Start Tomorrow!

SHEAFFER'S
Review
MAY 1949





Norma Klopfenstein, Rita Groene, Genevieve Cook



Eileen Burnett, Rosie Bain, Barbara Wahrer

Repair Service Writes Personalized Letters

If you were working in Sheaffer's Repair Service Department, how would you answer letters that read like this:

"I have just purchased a Triumph Tuckaway set for a man without a clip."

"I have a Sheaffer pen and pencil set that belong to my father. They both need repairing."

"I bought the pen May 12, 1948, so being only four months old I am rather anxious that I can have it repaired."

"Have just received as a gift one of your pens but as I write left handed and upside down, I am having trouble with it."

"Kindly inform us when we can ex-

pect this pen as the customer is in our ear."

"I received a Sheaffer lifetime guarantee pen as a gift a year ago. Now all it will do is write on one side of the page."

"This is the third time I have had this pen in in three months. It is a leaker, this time the lady brought her hands down to show me it leaked."

"I laid the pen barrel down while washing my hands and it was taken by a girl whose back I seen running away from where I left my pen laying."

"I had a Sheaffer's pen sent me on Christmas two years ago, but could never use it. It said on the pen to read directions before filling and

no directions were sent me with it."

(Incidentally, all these quotations were taken from actual letters received.)

GOOD WILL

Vic Hayes and his Repair Service Correspondents are truly our Ambassadors of Good Will, because they must answer the most perplexing or most bitter letter in such a way that, almost always, the customer is "converted." They fully realize that a satisfied customer is a repeat customer, and is a walking advertisement for Sheaffer products.

Even the most unusual requests must be carefully and personally handled. Take, for instance, the man

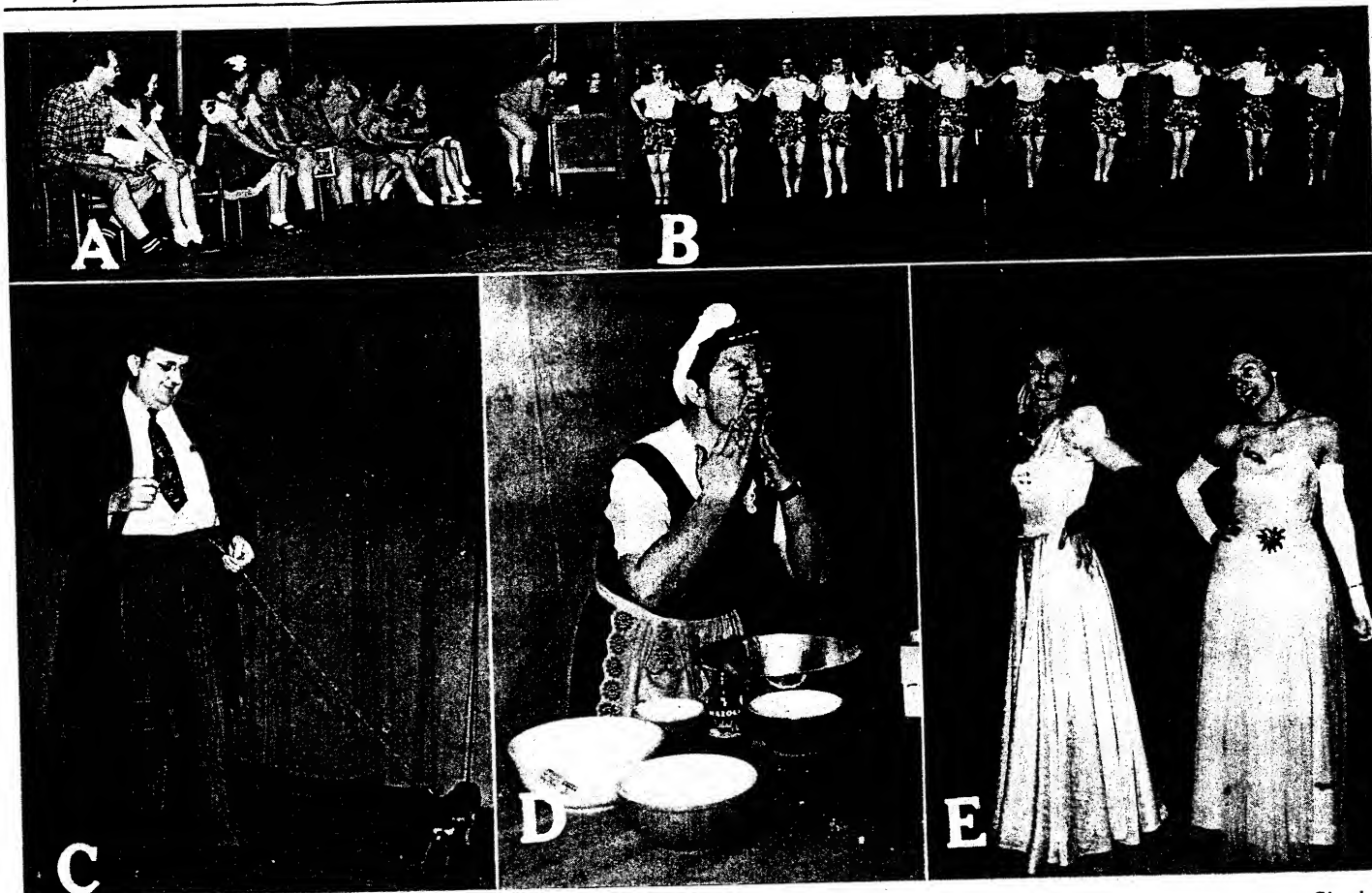
(Continued on Page 3, Column 1)



Virginia Wigenjost, V. C. Hayes



Jean Schmidt, B. B. Mills, Pat Wells, Anne Steele



SHOTS FROM "TUNE TIME"—(A) Mt. Pleasant plant employees humorously portray "School Daze." (B) The Singing Stenos hoof to "I Don't Know Why I Work Here Like I Do." (C) Tom Clendenin walks dog—or is it the other way around? (D) Soap opera addict Aurelia Atkinson tries "cake" makeup. (E) Frankie Carle's girl friends "Josephine" and "Liza" portrayed by Billie Mitchell and Ruth Gang.

REPAIR SERVICE (Cont.)

who opened a can of green beans and found a Sheaffer pen inside. Apparently it had dropped out of a worker's pocket in the canning factory. The man must have been very meticulous, because he sent the pen to us—but asked us to reimburse him for the beans! (Incidentally the pen was still in good working order.)

SALES MINDED

Repair Service, although located in the factory just south of the Repair Department, is actually a part of our Sales Department. The tie-in is logical. Selling a product is one job, and keeping the customer satisfied is another—and perhaps the more delicate job.

Vic Hayes, Department Manager, knows from experience what the dealers' point of view is, because he learned the ropes in the Sales Department. Ed Thorn, Vic's new

right-hand man, has a rich background for repair service work. He learned most of the jobs in the Repair Department by actually doing them when he was a repair supervisor. He was later transferred to the Sales Department to train our retailers who came to Dealer Training School for repair training, then shifted over to Repair Service.

Barbara Wahrer, Norma Klopfeinstein, Genevieve Cook, and Eileen Burnett are repair service correspondents and handle the bulk of the mail.

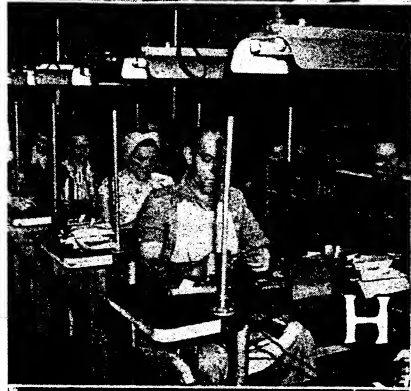
SATISFACTION

Repair Service is a vital link in our chain because every letter they receive is an opportunity to gain another satisfied customer. These people must possess the utmost in tact, patience, and, most important, a sense of humor. Otherwise, how could they keep from tearing out the last wisp of their hair when they get letters from for example,

the individual who wrote 82 pages in which he discussed everything including religion, politics and World War II. Sandwiched between topics in his letter he reprimanded us for our failure to return his pen within three weeks. Following his signature on page 82 the gentleman added this post script: "Please disregard this letter as my pen just arrived back this afternoon."

Or how could they gracefully handle the letter from the penitentiary inmate who wrote us asking for a new pen "on the cuff"—promising to pay with the first check he forged when he got out!

Regardless of the humorous or exasperating nature of these complaints or requests, these repair specialists endeavor to give a polite and courteous reply. They realize the importance of giving prompt, efficient repair service, and maintaining customer satisfaction.



Repair 2

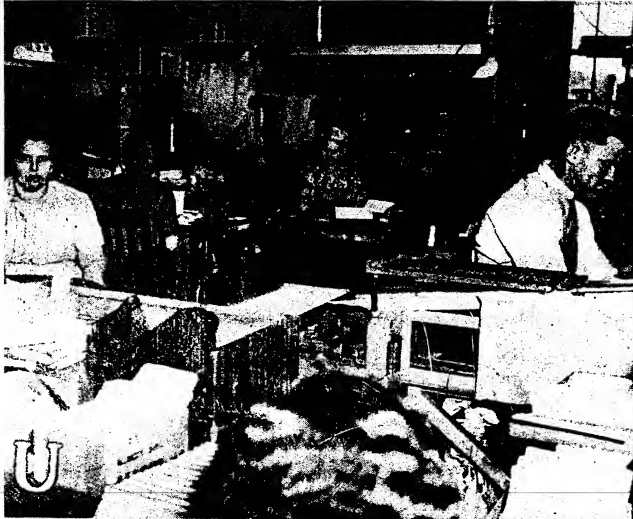
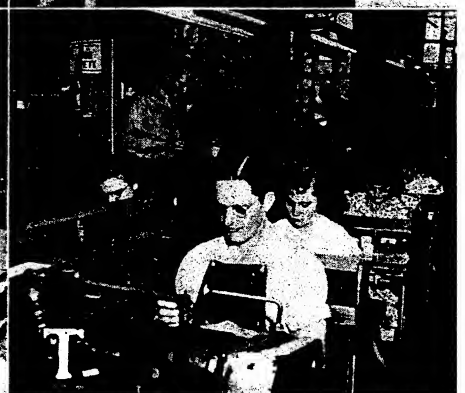
- | | | |
|---|---|--|
| A—Vera Root
Marie Schantz | H—Bob Williams
Ass't. Forman
Terry Ann Kamp
Elsie McNeill
Rita Grothaus
Albert Schneider | K—Eula
Hollis
Harold |
| B—Pat Benjamin
Nola Maxfield | I—Frank Myers
Foreman
Harriet Frost
Edith Frost
Wilda Stevens
Vera Sills
Ruth Grossman
Rosena Hubbard
Charlotte Patton | L—France
Edna
Mary |
| C—Leora Chipman
Harold Turner
Supervisor
Wanna Westfall | J—Francis Juettemeyer
Supervisor
Seville Walker
Helen Glassford
Myrtle Wayland
Elvira Green
Harold Lightfoot
Georgia Martin
Marguerite Thornton
Dorine Blind | M—H. K.
Joann |
| D—Marie Beckert
Margaret Warley
Margaret Younk
Clair Maynard | | N—Melvin
Waite |
| E—Charlotte Abel
Gladys Wright
Ruth Krehbiel
Gladys Stowe
Milred Trainer
Loretta Scharpman | | O—Nellie
Lola C
Mildre
Cora I |
| F—Bob Erinkschroeder
Vivian West
Maud Neadermiller | | P—Floyd
Sup
Nedine |
| G—Thelma Emerson
Anna Mae Schafer
Agnes Wanke | | Q—Mary
Chape |



partment

- N—Florence Glasgow
Rita Pollpeter
Dale Edlen
Foreman
- O—Pat Brown
Blanche Cook
Anna Knabe
- P—Joe Holtkamp
Ray Starr
Supervisor
Agnes Schiller
Erna Martin
Hilda Schlek
Lillian Pyles
Clifford Meierotte
- Q—Lyda Cornell
Rosa Doyle
Mamie Hackney
Guy Tuttle
- R—Nettie Haley
Josephine Hutcherson

- W—Francis Justemeyer
Supervisor
Ruth Schlegel
Velma Hasenclever
- X—Lucille Weiler
Myrtle Oppenheimer
Susie Easley
Ruby Chance
Ethel Reynolds
Claude Calhoun
Lois Young
Irene Auge
Rosemary Rheer
Evelyn Young
- Y—James Bowlen
Iola Martin
Joe Beckert
Nettie Phillips
- Z—Howard Lucas
Georgina Hetzer
Dixie Dodson
Bonnie Peak
Al Kempker
Reina Rebo



SHEAFFER'S REVIEW

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EDITOR - - - D. A. REED

SPEBQSA?

"The Society for the Preservation and Encouragement of Barbershop Quartet Singing in America," otherwise known as S.P.E.B.Q.S.A., has elected the following officers for the chapter here.

President—Karl Stempel.

Vice President—Dr. Leroy Dierker.

Secretary—Al Butler.

Treasurer—Frank Wilczok.

Regular meetings will be held twice monthly at the Sheaffer Club House. John Hanson, of Bloomington, Illinois, director of the Corn Belt Chorus, will come to direct these rehearsals.

S.P.E.B.Q.S.A. has a unique history. It was started about 10 years ago by Mr. O. King Cole, of Tulsa, Oklahoma. He invited a group to his house to sing. This group grew with such enthusiasm, that it sponsored other chapters. These spread like wildfire. Now there are chapters all over the country. Each group sings as a chorus. The choral groups are members of the Central Association. Quartettes develop automatically from within the choral groups.

Mr. Willard Lowenberg, who is on the executive committee, was a member of the Burlington chapter of S.P.E.B.Q.S.A. He was instrumental in having Burlington sponsor a chapter in Fort Madison. The well known Donnelson Distortionaires, who also were members of the Burlington chapter, have transferred

their allegiance to the Fort Madison chapter.

A concert has been planned for June 5, in the High School Auditorium. Choral groups from all of the districts will participate. The concert will be made up of choral singing by the entire group, and individual quartette singing.

Who Can Remember ...

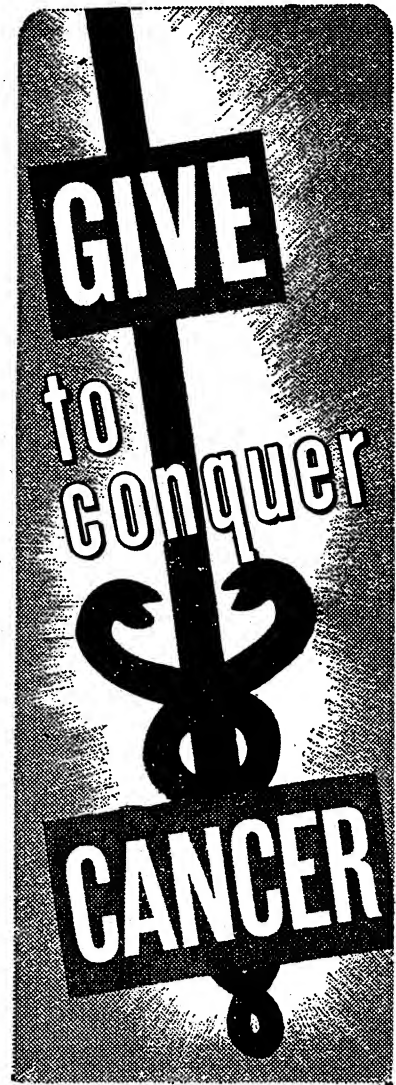
We haven't received any "Way back when" pictures lately. Our January questionnaire indicated that quite a few enjoyed seeing parts of the plant—and old timers who are still with us—as they appeared in the good old days. There's something about a horse-and-buggy picture that is worth a great deal to those who are reminded of pleasant occasions.

Send us your old snap shots, and if we can, we'll use them and return them. Of course, we'll handle them with care. Be sure to print your name and department on the envelope.

"On the Cover"

As soon as the snow gets slightly warm on top, you'll see a group of dyed-in-the-wool horse shoe pitchers hard at it. Joe Johnson, buffer in the Plating and Polishing Department, is pictured on this month's cover lining up his second consecutive ringer. Clyde Everett, Sales, took the picture.

SHEAFFER'S
Review



*Cancer Can
Strike Anyone*

Give and keep giving to conquer cancer. Every dime helps teach new thousands how to recognize cancer and what to do about it. Every quarter helps support research scientists seeking the cause and cure. Every dollar helps provide facilities for treatment and care.

Overtooled?

The Federal Government recently found it owns three and six-tenths typewriters for every Federal employee who uses a typewriter either on full-time or part-time basis.



THE HORSESHOE SEASON'S IN FULL SWING AROUND SHEAFFER'S—(A) Bill Wiggensjost—Pen Assembly; Leo Mathena—Gold Nib; Bill Armstrong—Gold Nib; Bernard Holterhaus—Gold Nib Insp.; Alvin Peterschmidt—Gold Nib; Al Pollmeier—Gold Nib. (B) Harold Wellman—Gold Nib; Dick Copeland—Gold Nib; Dean Wolf—Gold Nib. (C) Clinton Dodds—Engineering; Richard Davenport—Engineering. (D) John W. Murphy—Gold Nib; Frank Dobson—Quality Control. (E) Bob McPherson—Engineering; Bob Consbrock—Drafting.

Softball League Ready

Preliminary planning for another big softball season is well under way, and "Play Ball" will soon ring out across the diamond at the Sheaffer Employee's Park. Heading activities of the league this year is Paul Wilmesmeier (Metal Fab), newly elected President, assisted by Bud Metzinger (Testing), Secretary, and Departmental Team Managers, who will act as an Advisory Board.

While Team Managers are hard at work organizing their teams, work on the ball diamond has been going on for quite some time. Volunteers have been spending a lot of their own time recently to whip the diamond into shape. Already seeded and rolled, it should be in first-class shape by game time.

Paul reports that, if all goes well, the first game of the season will be played under lights. Contracts have been let and work on the new

lighting system will be completed before the first game which is scheduled to be played the latter part of May. Nor is the comfort of softball fans being overlooked. The next big project is the erection of bleachers within the nevery near future.

Everything points to a big season — so, let's all turn out.

New A-C Prexy

If Paul Wilmesmeier's name appears rather frequently in the Review, it's very understandable. We couldn't keep him out of print if we wanted to, because he plays such a prominent part in about all of Sheaffer's recreational activities.

When the time for electing a new Activities Committee president rolled around, it was a Wilmesmeier landslide. Paul will appreciate any suggestions for improving the activities program.

Bowling Briefs

Bud Huffaker (Tool Room) and Madalyn Steinmeyer (Factory Office) averaged 177 and 138 respectively to win new bowling balls this season. These special prizes, incidentally, were donated to Sheaffer's Bowling League by the American Hard Rubber Company.



Richard Briggs, Personnel, presented prizes to Madalyn Steinmeyer and Bud Huffaker.

Strictly for Ladies..

By JOANNE

WARDROBE PLANNING

Always an important item with any woman is her wardrobe. Whether your clothing allowance is large or small, here are a few steps which should be followed in planning each season's wardrobe.

First: Take an inventory of your present wardrobe. You'll often be surprised at the different ways you can combine some of the clothes you already have. Try on each garment for fit and style—and experiment with different accessories.

Second: Take out those garments that have been hanging unworn (or seldom worn) in your closet for several seasons. If you don't wear them—give them to some worthy charity. Perhaps you can repair or remodel them.

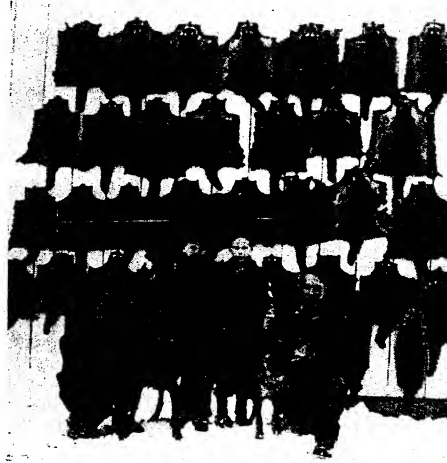
Third: Plan your new purchases for the entire season, using your inventory as a guide. Be sure that each purchase fills a specific "Gap" in your wardrobe and is in harmony with your color and style scheme. For example, if you need a sports dress, you should keep your sports coat in mind when you buy it. If your coat is a green tweed, choose a dress in brown, rust or some other harmonizing color. Select a sports fabric like rayon gabardine or twill. (Or 'twill cost too much? . . . Ed.)

Fourth: Decide on the amount of money to be allowed for each purchase. You can get a good idea of current price ranges for various types of clothes by consulting newspaper and magazine advertisements.

Finally: Make out a shopping list for the entire season—and stick to it!

Tallyho! The Coon!

When Melvin Hall (Maintenance) read in a recent Review the comment that there apparently weren't many real hunters around here because very few people had sent us good hunting pictures, he decided to correct our impression.



Melvin (right) is shown here with his two boys, Dale and Donny, Alfred Walljasper, and 38 (count 'em) coonskins. They were all bagged around these parts last season. (The coons—not the people.) Melvin made peace with his wife for his nightly hunting expeditions by giving her a fur coat—made of coonskins, of course!



"Remember the Sheaffer Lifetime pen I used to have? It STILL works."

The above cartoon idea was stolen from Redbook magazine. Too good to pass up. Incidentally, it was turned in by Bill Rooney (Plastic Fab) who claims we changed to a non-inflammable plastic because too many Sheaffer customers went the other way. Down, that is.

A manufacturer sent an efficiency expert through the factory to work out improvements. After a thorough inspection, he reported:

"My only suggestion is that you bank the curve near the time clock."



"A Killer At Large"

The following article appeared in the Chicago Tribune a short time ago: "Government scientists blame most of the nation's destructive fires upon potassium chlorate, an oxidizing agent that keeps lighted cigarettes from going out. They explained that this chemical makes cigarettes fast-burning and difficult to put out."

Within the next ten minutes, one fellow American will die and two will be crippled for life by cigarette smoking. These statistics have nothing to do with any medical aspects of the habit. They concern only the fact that misused cigarettes and matches cause 700 fires in the U. S. every day, in which 35 people perish, 7 are permanently maimed, and property worth \$120,000.00 is destroyed. This is only the average daily toll in a "good" year. A few bad accidents—even one like the cigarette—caused fire in Texas City, Texas which cost 468 lives and \$67,000,000—can double or treble the total.

Cigarettes are designed as incendiary agents. The last dangerous inch of a cigarette causes 36 Americans to be buried—and 70 more to be crippled every 24 hours. Be sure the unused portion of your cigarette is COMPLETELY extinguished.

REMEMBER . . .

Alive Today—

Alive Tomorrow!